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CS/MMA/SEM-3/MMAESB-310/2009-10 2009

E-BUSINESS, IPRs AND ERM

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives of the following:

 $10 \times 1 = 10$

- i) Indian Patents Act provide process patents in case of
 - a) Food

- b) Medicines
- c) Chemicals
- d) None of these.
- ii) Intellectual property rights include
 - a) Patents
- b) Copyrights
- c) Trademark
- d) all of these.
- iii) Core applications of an ERP is / are
 - a) Sales and distribution
 - b) Business planning
 - c) Shop floor control and logistics
 - d) all of these.

920070 [Turn over

CS/MMA/SEM-3/MMAESB-310/2009-10

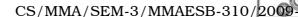
Some of the services that can be off-shored is iv) Finance and Accounting b) Customer service **Content Development** c) d) all of these. Materials Requirement Planning has started in the v) decade of a) 1960s b) 1970s d) c) 1950s 1940s. 'Developing countries' such as China or India benefit vi) from the patronage of companies that outsource to them in terms of increased wages higher employment a) b) better quality of life d) all of these. c) The different applications of *E*-commerce is are vii) B-to-B procurement a) B-to-B and B-to-C sales b) B-to-B virtual market places and enterprise portals c) d) all of these. viii) Automated stock replenishment, electronic selling, processing of customers orders and payments are examples of E-business b) E-Commerce

c)

E-training

d)

E-transactions.



- ix) Which of the following cannot be covered under copyright protection?
 - a) Computer software b) Computer hardware
 - c) Poems and songs d) Stories and novels.
- x) One criticism of outsourcing is that
 - a) the price paid by the customer is very high
 - b) the interaction bears no flexibility
 - c) product quality suffers
 - d) there are delays in meeting the demand.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Define the concepts of E-business and E-commerce.
- 3. What is ERP? Trace the evolution of ERP in India.
- 4. How can ERP function is more effectively in SMEs.
- 5. What is the rationale for Outsourcing?
- 6. "E-commerce is a Golden opportunity for the entrepreneurs". Explain the statement.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. What is a Business Process Outsourcing? Discuss the challenges of BPO markets in India. Write a note on the future of BPO in India. 5+5+5
- 8. What are the IPRs? What are the different types of IPRs in India? What are some of the Intellectual Property issues?

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920070

3 Turn over

CS/MMA/SEM-3/MMAESB-310/2009-10

- 9. Discuss in brief the history of Outsourcing in India. Comment on the role and significance of Outsourcing in India. Write a note on Knowledge Process Outsourcing (KPO) in India. 5+5+5
- 10. What is Business Process Reengineering (BPR)? What are the advantages of BPR? Discuss the significance of BPR.

5 + 5 + 5

11. What are the opportunities of E-commerce in India? Write a note on E-commerce and Small scale industries in India. Write a short note on Global E-Business. 5 + 5 + 5

920070 4