



Name :

Roll No. :

Invigilator's Signature :

**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 × 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.



- iv) Some of the services that can be off-shored is are
- a) Finance and Accounting
 - b) Customer service
 - c) Content Development
 - d) all of these.
- v) Materials Requirement Planning has started in the decade of
- a) 1960s
 - b) 1970s
 - c) 1950s
 - d) 1940s.
- vi) 'Developing countries' such as China or India benefit from the patronage of companies that outsource to them in terms of
- a) increased wages
 - b) higher employment
 - c) better quality of life
 - d) all of these.
- vii) The different applications of E-commerce is are
- a) B-to-B procurement
 - b) B-to-B and B-to-C sales
 - c) B-to-B virtual market places and enterprise portals
 - d) all of these.
- viii) Automated stock replenishment, electronic selling, processing of customers orders and payments are examples of
- a) 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 ? $5 + 5 + 5$

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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
