Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MMA/SEM-3/MMA(ESB)-310/2011-12
2011
E-BUSINESS IPRs AND ERM

Time Allotted : 3 Hours   *Full Marks :* 70

The figures in the margin indicate full marks.

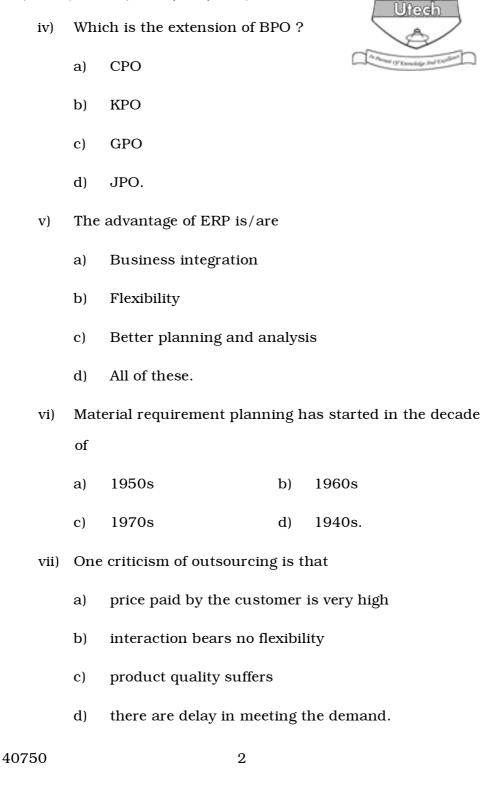*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1.   Choose the correct alternatives for the following : 10 × 1 = 10

   i)   Indian Patents Act provide process patents in case of

      a)   Food   b)   Chemicals

      c)   Medicines   d)   None of these.

   ii) Core application of ERP is/are

      a)   Sales and distribution

      b)   Business planning

      c)   Shop floor control and logistics

      d)   All of these.

   iii) IPR include

      a)   Patents   b)   Copyrights

      c)   Trademarks   d)   All of these.

40750   [Turn over

iv) Which is the extension of BPO ?

    a)   CPO

    b)   KPO

    c)   GPO

    d)   JPO.

v) The advantage of ERP is/are

    a)   Business integration

    b)   Flexibility

    c)   Better planning and analysis

    d)   All of these.

vi) Material requirement planning has started in the decade of

    a)   1950s   b)   1960s

    c)   1970s   d)   1940s.

vii) One criticism of outsourcing is that

    a)   price paid by the customer is very high

    b)   interaction bears no flexibility

    c)   product quality suffers

    d)   there are delay in meeting the demand.

viii) BPR stands for

    a)   Business Process Re-engineering

    b)   Business Process Re-structuring

    c)   Business Process Re-framing

    d)   Business process Re-loading.

ix) ERP was introduced in

    a)   1970s   b)   1980s

    c)   1990s   d)   2000s.

x) Which of the following cannot be outsourced ?

    a)   Legal services   b)   Risk

    c)   Research   d)   Medical services.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. Define the concepts of E-business and E-commerce.

3. What is the rationale for outsourcing ?

4. Explain KPO in brief.

5. Write a note on ERM.

6. How can ERPs function is more effectively in SMEs ?

GROUP – C

(**Long Answer Type Questions**)

Answer any *three* of the following.   3 × 15 = 45

7.   Discuss the common advantages of ERP.

8.   Discuss different types of outsourcing.

9.   What are the different kinds of IPRs ? Explain each of them.

10. What is BPR ? What are the advantages of BPR ? Discuss the significance of BPR.

11. Discuss in brief the history of outsourcing in India. Comment its significance in Indian context.

12. Discuss the common myths of ERP.

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