

Name :

Roll No. :

Invigilator's Signature :

CS/B.TECH/CSE/SEM-8/CS-801E/2013

2013

E-COMMERCE AND ERP

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 answers for the following : $10 \times 1 = 10$

i) What combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business ?

- a) Digital divide
- b) Global digital divide
- c) Demand aggregation
- d) None of these.

ii) Which segment do eBay, Amazon.com and LandsEnd.com belong ?

- iii) Digital products are best suited for B2C e-commerce because they

- iv) All of the following are techniques B2C e-commerce companies use to attract customers, *except*

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- v) What is the percentage of customers who visit a Web site and actually buy something called ?
- a) Affiliate programs b) Click-throughs
- c) Spam d) Conversion rate.
- vi) What are plastic cards of the size of a credit card that contains an embedded chip on which digital information can be stored ?
- a) Customer relationship management systems cards
- b) E-government identity cards
- c) FEDI cards
- d) Smart cards.
- vii) Which of the following are advantages normally associated with B2B e-commerce ?
- a) Shorter cycle times
- b) Reduction in costs
- c) Reaches wider audiences
- d) All of these.

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viii) If the suppliers in a particular industry hold a lot of power, the industry is

- a) saturated with alternative products or services
- b) using information technology to gain a competitive advantage
- c) more attractive to enter
- d) none of these.

ix) Which statement describes switching costs ?

- a) There are many alternatives to using the product or service
- b) There are few alternatives to using the product or service
- c) High costs that make customers reluctant to switch to another product or service
- d) Low costs that make customers want to switch to another product or service.

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- x) Which of the following is a useful tool when considering business strategy and IT ?
- a) Porter's Five Forces Model
 - b) Competitive Intelligence
 - c) General Business Model
 - d) B2B model.

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

2. Can ERP software package be applied in
- i) Process Industry
 - ii) Service Industry ?
- Justify.
3. What are the risks for a small company connecting itself electronically with major customers ?
4. Briefly explain the supply chain planning and a few software for SCP.

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5. Define WAP. What are the handheld devices ? 3 + 2
6. What are the advantages and disadvantages of E-Cash ?

GROUP – C

(Long Answer Type Questions)

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

7. a) What steps are to be followed while impl menting IT software packages for SCM ? 6
- b) Do these steps vary from package to package ? How are they standardized ? 4 + 5
8. a) Give a list of potential ben fits of using EDI. 5
- b) Who are the service providers of EDI in India and what are their terms and conditions ? 6
- c) Compare and contrast Extranet and Intranet. 4
9. a) What are the main disadvantages of E-Commerce ? 4
- b) What are the four C's ? Describe briefly with structured d agram what each 'C' means. 3 + 8
10. a) Define ERP. Give its tangible and intangible benefits. 2 + 5
- b) Why does a company pursue a new ERP solution ? 3
- c) What are the functional modules and technical modules in ERP package ? 5

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11. Write short notes on any *three* of the following : 3 × 5

- a) B2B
 - b) Data Warehouse
 - c) SCE Framework
 - d) Data Encryption methodology
 - e) Decision Support System.
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