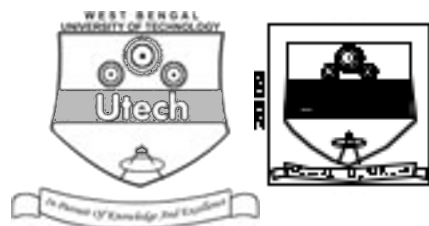


CS/M.Sc (IS)/SEM-4/MI-404/09
E-COMMERCE (SEMESTER - 4)



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS/M.Sc (IS)/SEM-4/MI-404/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
E-COMMERCE (SEMESTER - 4)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A										Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																						
Marks Obtained																						

.....
Head-Examiner/Co-Ordinator/Scrutineer

39009 (06/07)



DO NOT WRITE ON THIS PAGE

**E-COMMERCE
SEMESTER - 4**

Time : 3 Hours]

[Full Marks : 70

GROUP – A**(Multiple Choice Type Questions)**

1. Choose the correct alternatives of the following :

10 × 1 = 10

i) E-commerce flourished mostly with the advent of the

- a) Science & Technology b) Electronic devices
c) Internet d) None of these.

ii) Advantage of E-commerce is

- a) 24 × 7 operation
b) Global reach
c) Technology based customer interface
d) All of these.

iii) E-commerce should be avoided while purchasing

- a) perishable products
b) Electrical products
c) High cost products (like jewellery)
d) Both (a) & (c).

iv) Ping of death hampers E-commerce by

- a) hijacking data packets
b) sending massive data packets over network to overload E-commerce server
c) changing the source address of data packet
d) none of these.



v) ERP stands for

- a) Electronic Resource Planning
- b) Enterprise Resource Planning
- c) Enterprise Research Planning
- d) None of these.

vi) EDI stands for

- a) Electronic Data Interchange
- b) Enterprise Data Interchange
- c) Electronic Data Information
- d) Electronic Development of Information.

vii) EFT stands for

- a) E-commerce Foundation Trust
- b) Electronic Funds Transfer
- c) Electronic Funds Trust
- d) None of these.

viii) SCM stands for

- a) Supply Chain Management
- b) Steps of Customer Management
- c) Software Chain Management
- d) None of these.

ix) CRM stands for

- a) Customised Record Maintenance
- b) Customer Relationship Management
- c) Customer Record Management
- d) None of these.

x) E-commerce softwares supports the concept of object using

- a) CORBA
- b) COM



c) Java Beans/ RMI

d) All of these

**GROUP – B****(Short Answer Type Questions)**Answer any *three* of the following.

3 × 5 = 15

2. State the quantifiable benefits from an ERP system.
3. What are the advantages of SCM ?
4. Explain the Client-Server Architecture using HTTP in context of Electronic commerce.
5. What are the different styles of OLAP ?
6. State the technological issues that are critical for the success of ERP systems.

GROUP – C**(Long Answer Type Questions)**Answer any *three* questions.

3 × 15 = 45

7.
 - a) Explain Electronic Commerce in brief. 5
 - b) State the advantages of Electronic Commerce. 5
 - c) State the disadvantages of Electronic Commerce. 5
8.
 - a) Explain the various threats of Electronic Commerce. 8
 - b) Define Electronic Data Interchange. 3
 - c) Mention the features of Electronic Data Interchange. 4
9.
 - a) Define Business Models. 2
 - b) Mention all the business models based on the relationship of transaction parties. 3
 - c) Explain B2C Model in detail. 5
 - d) Explain B2B Model in detail. 5
10. Explain the following :
 - a) GIS 5
 - b) Business Process Reengineering 5
 - c) EFT. 5
11.
 - a) Mention all the business models based on the relationship of transaction types. 3
 - b) Explain Infomediary Model in detail. 6
 - c) Explain Manufacturer Model in detail. 6



END

