



# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : PECAIDS702A/PECAIML702A/PECICB701C Ecommerce and ERP

UPID : 007801

Time Allotted : 3 Hours

Full Marks : 70

The Figures in the margin indicate full marks.

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

## Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[ 1 x 10 = 10 ]

- (I) What are the threats of E-commerce?
- (II) What is Mobile Computing?
- (III) What is E-Governance?
- (IV) What is E-strategy?
- (V) What is Customer Premises Equipment (CPE)?
- (VI) What is the full form of B2B?
- (VII) What are E-payment Threats?
- (VIII) What are the objectives of E-marketing?
- (IX) What are the benefits of EDI?
- (X) What are the advantages of ecommerce?
- (XI) What is at the heart of any ERP system?
- (XII) What is Cryptograhya?

## Group-B (Short Answer Type Question)

Answer any three of the following :

[ 5 x 3 = 15 ]

2. Define E-commerce from different perspective. Give the demerits of E-commerce. [5]
3. Define Supply Chain Management. What is the Ultimate Objective of Supply Chain Management? [5]
4. Differentiate between B2B and B2C business models. Give example [5]
5. Compare and contrast Symmetric and Asymmetric key Cryptographic techniques. [5]
6. How BPR is connected with ERP. Explain. [5]

## Group-C (Long Answer Type Question)

Answer any three of the following :

[ 15 x 3 = 45 ]

7. (a) What are the Benefits of EDI? [5]
- (b) What does an EDI document, an EDI message or EDI transaction set, mean, is there a difference between them? [5]
- (c) What are the EDI standards? [5]
8. (a) Describe about the ERP functional modules i) Human capital Management ii) Financial management iii) Supply chain planning iv) Sales and service. [10]
- (b) What is meant by business process reengineering? Explain [5]
9. (a) Explain how E-commerce has helped through supply chain management and retail chain management. Draw suitable figure. [10]
- (b) What role does SCM play in B2B e-commerce? [5]
10. Give comparative analysis on different types of E-payment mechanism [15]
11. (a) What are the reasons for the explosive growth of the ERP market? [5]
- (b) What are the factors that are critical for the success of the ERP implementation? [5]
- (c) How do conventional application packages and ERP packages differ? [5]

\*\*\* END OF PAPER \*\*\*