

[Total No. of Questions - 9] [Total No. of Printed Pages - 3]
(2125)

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B. Tech 7th Semester Examination

E-Commerce & ERP (OS)

IT-7003

Time : 3 Hours

Max. Marks : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five questions in all by selecting one question each from Section A, B, C & D, and Section E is compulsory. All questions carry equal marks.

SECTION - A

1. (a) Why is security important in E-Commerce? What are the security issues to be taken into account while designing a security system for Commerce? (10)
- (b) Compare and contrast traditional commerce from E-Commerce. Discuss how E-Commerce is helpful to business success? (10)
2. (a) Describe generic framework for electronic commerce with suitable diagram. (10)
- (b) What are the four types of consumer oriented applications of E-Commerce? Discuss them briefly. (10)

SECTION - B

3. (a) Define EDI. What is the layered architecture of EDI? How EDI is applicable in business? (15)
- (b) Give a block diagram of a system for transmitting a signed purchase order from business 1 to business 2. (5)

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4. What types of electronic payment systems are required in E-Commerce? Why are there different types of payment systems? Explain the necessary characteristics of each type of payment system and give an example each of where it is used. (20)

SECTION - C

5. (a) What are the different functional module of an ERP system? Why is it necessary to integrate ERP into organizational culture? List the pros and cons of implementing ERP. (10)
- (b) Explain the following:
 - (i) Virtual enterprise.
 - (ii) Human resource management module in ERP. (10)
6. (a) With a neat diagram, explain the process/activities of material management module of an ERP. How is this module used to improve the performance of an organization? (10)
- (b) Explain the importance of integrating ERP with internet and WWW. (10)

SECTION - D

7. (a) Discuss the concepts and steps involved in Business Process Reengineering (BPR). What relevance does it have on ERP project implementation? (10)
- (b) Explain knowledge and application management after ERP implementation. What are the future directions in an ERP? (10)
8. (a) Why OLAP is called first analysis of shared multi-dimensional information? Explain the various OLAP operations. List some characteristics of OLAP system. (10)

- (b) What is Customer relationship management (CRM)? How does CRM help in improving the efficiency of an organization? Why it is required for any business? (10)

SECTION - E

9. Answer the following questions:
- (a) What makes web-based ERP more ideal than server based solution?
 - (b) List some security issues in E-Commerce.
 - (c) Define the term "Web Hosting".
 - (d) What are the benefits of CRM?
 - (e) How can E-Commerce enhance customer services?
 - (f) What do you mean by on-line payment system?
 - (g) "An e-business that allows consumer to name their own price for products and services". What is this e-business called?
 - (h) How unauthorized access to published content can be restricted?
 - (i) Define SCM.
 - (j) Elucidate the term internet marketing. (10×2=20)