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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur**  
**(GIET University)**



B. Tech (Eighth Semester - Regular) Examinations, April - 2025

**21BCSPE48021 – E-COMMERCE & ERP**

(CSE/CSE-AIML/ CSE-DS)

Time: 3 hrs

Maximum: 70 Marks

**Answer ALL questions**  
**(The figures in the right hand margin indicate marks)**

**PART – A**

**(2 x 5 = 10 Marks)**

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is Data Migration in ERP implementation?	CO1	K1
b. Name two major ERP vendors and their flagship ERP software.	CO1	K1
c. Explain the importance of materials management in an ERP system.	CO2	K2
d. What is the role of HTTP and HTTPS in e-commerce?	CO2	K2
e. How does a semantic web improve search and recommendations in e-commerce?	CO3	K1

**PART – B**

**(15 x 4 = 60 Marks)**

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Discuss the relationship between Business Process Reengineering (BPR) and ERP implementation. How does BPR impact business transformation?	8	CO1	K2
b. What is Data Warehousing? Explain its architecture and role in supporting data-driven decision-making.	7	CO1	K1
(OR)			
c. Define Supply Chain Management (SCM) and explain how ERP systems help optimize supply chain processes.	8	CO1	K2
d. Describe the challenges in ERP implementation and propose strategies to overcome them	7	CO1	K1
3.a. Analyze the benefits of ERP systems in financial management. How does ERP enhance budgeting, reporting, and financial forecasting?	8	CO1	K2
b. Describe the role of ERP in manufacturing. How does it improve production planning, scheduling, and resource utilization?	7	CO1	K3
(OR)			
c. Discuss how ERP systems enhance materials management, inventory control, and procurement processes in an organization.	8	CO1	K3
d. What are the critical features of ERP in quality management? How does ERP help in maintaining compliance with industry standards and regulations?	7	CO1	K3
4.a. Explain the concept of e-business structural transformation. How does it differ from traditional business models, and what role does ERP play in this transformation?	8	CO1	K1
b. Discuss how ERP systems integrate sales and service functions. Provide examples of how integration improves customer relationship management and business efficiency.	7	CO1	K3
(OR)			
c. Analyze the role of ERP in enhancing customer experience. How do modern ERP tools contribute to personalized and data-driven customer interactions?	8	CO1	K3

d.	Explain the concept of flexible business design in ERP implementation. How does it help organizations adapt to changing market conditions?	7	CO1	K1
5.a.	Analyze the impact of e-commerce on traditional business processes. How has it transformed supply chains and customer relationships?	8	CO1	K2
b.	What are the key opportunities and challenges associated with e-commerce? Discuss with real-world examples.	7	CO1	K2
(OR)				
c.	Explain the role of Internet protocols in enabling e-commerce. How do they ensure security and reliability in online transactions?	8	CO1	K3
d.	What is the semantic web, and how does it contribute to enhancing e-commerce experiences?	7	CO1	K2

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