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Total Number of Pages : 01

B.Tech
PCP8H002

8th Semester Regular / Back Examination 2018-19

E-COMMERCE & ERP

BRANCH : AEIE, CIVIL, CSE, ECE,
EEE, EIE, ELECTRICAL, ETC, FAT, IEE, IT, MECH

Max Marks : 100

Time: 3 Hours

Q.CODE : F052

Answer Question No.1 (Part-1) Which Is Compulsory, Any EIGHT From Part-II And Any TWO From Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- Which category of e-commerce such as B2B, B2C, C2B or C2C does EDI belong?
- What is the revenue model of naukri.com and how the company makes profit?
- What is the difference between mass media marketing vs. e-mail marketing?
- Give an example of online auction and the category of e-commerce it belongs to.
- Give an example of a content management e-commerce.
- What is eavesdropping? Where it is used?
- How e-commerce helps in improving home shopping?
- What is the structure of an EDI message?
- What is master production schedule?
- What are the functions supported by sales order processing of ERP package?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the infrastructure requirements for E-commerce? Design the basic infrastructure needed for e-commerce an example.
- Illustrate a multiple transition revenue model with example.
- Explain the layered architecture of EDI using a purchase process from a manufacturer to a supplier.
- What is an e-cash? Distinguish an e-payment through cards with respect to e-cash.
- Distinguish between pre and post paid electronic payment systems.
- Justify the significance of a web server in e-commerce.
- Design an electronic auction process and explain with an example.
- Formulate a user authentication process in an e-commerce transaction.
- Justify the role of digital switches in e-commerce infrastructure.
- How a threat to clients computer during an e-commerce transaction can be addressed? Explain.
- How ERP systems evolved? Describe the major benefits of ERP.
- Give an account of the human resource module of an ERP package.

Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four) (16)

Classify the e-commerce transactions with respect to B2B, B2C etc and prove that digital signature has a vital role in such transactions by citing examples as well.

Q4 Discuss the various security threats to e-commerce with respect to client, server and transactions. (16)

Q5 Describe the use of EDI in healthcare and insurance with different codes. (16)

Q6 Classify different ERP software under various functional domain. (16)