

Registration No. :

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Total number of printed pages – 2

MCA  
MCC 406

## Special Examination – 2012

### E-COMMERCE AND ERP

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 which is compulsory and any **five** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2 × 10
- (a) What are the various components of electronic commerce applications ?
- (b) What is the importance of JIT delivery in B2B E-commerce ?
- (c) What are the characteristics of internet-based EDI ?
- (d) What are the classifications of E-commerce field by the nature of the transactions ?
- (e) Why do the companies usually choose to implement SAP ?
- (f) What is the need of collaborative computing ?
- (g) What are the three different types of transitions and mobility within a wireless network ?
- (h) What do you mean by Supply Chain Execution Framework ?
- (i) What are the major methods used for advertisement ?
- (j) What do you mean by Data Encryption Standard ?
2. (a) What are the key technologies for B2B E-commerce ? Explain architectural models of B2B E-commerce. 5
- (b) Describe the functional requirements for online selling and what specialized services and servers perform these functions. 5

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3. (a) Who are the stakeholders in E-Commerce information system ? Explain the benefits and limitations of E-commerce. 5  
(b) Explain the concept of "Business Content" in SAP Business Information Warehouse. 5
4. (a) The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the Guidance in this respect ? 5  
(b) Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems. 5
5. (a) What is E-shopping ? What are the advantages and disadvantages of e-shopping ? 5  
(b) Explain the concept of business process reengineering and its relationship with the productivity paradox and ERP. 5
6. (a) What are the security issues of E-commerce ? 5  
(b) Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention. 5
7. Write notes on following : 2.5×4  
(a) Content Marketing  
(b) Collaborative Computing  
(c) Digital Certificate  
(d) E-Logistic.
8. (a) What is supply chain management ? Discuss how it is advantageous to EC. 5  
(b) Write in brief about collaborative commerce. 5

