

GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2021
E-COMMERCE AND ERP
CS606C

TIME ALLOTTED: 3HR

FULL MARKS:70

*The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable***GROUP – A****(Multiple Choice Type Questions)**Answer any **ten** from the following, choosing the correct alternative of each question: **10×1=10**

	Marks	CO No.
1. (i)is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants	1	CO1
a) Mobile Commerce		
b) e-commerce		
c) both of these		
d) none of these		
(ii) Which of the following is not one of the benefits of e-commerce to sellers?	1	CO2
a) E-commerce offers greater flexibility in meeting customer needs.		
b) E-commerce is a powerful tool for customer relationship building		
c) E-commerce can help to reduce costs		
d) E-commerce increases the net cost per contact		
(iii) Which segment do eBay, Amazon.com belong?	1	CO2
a) B2B		
b) B2C		
c) C2B		
d) C2C		
(iv) What does EFT stand for?	1	CO2
a) Electronic Finance and Transfer		
b) Electronic Funds Transport		
c) Efficient Funds Transfer		
d) Electronic Funds Transfer.		
(v) Which is a function of ecommerce	1	CO1
a) Marketing		
b) Advertising		
c) Warehousing		
d) all of the above		

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|--------|--|---|-----|
| (vi) | The solution for all business needs is | 1 | CO4 |
| | a) EDI | | |
| | b) ERP | | |
| | c) SCM | | |
| | d) None of the above | | |
| (vii) | Which of the following is part of the four main types for e-commerce? | 1 | CO3 |
| | a) B2B | | |
| | b) B2C | | |
| | c) C2B | | |
| | d) All of the above | | |
| (viii) | SET stands for: | 1 | CO2 |
| | a) Surety Electronic Transaction | | |
| | b) Secure Electronic Transaction | | |
| | c) Silent Electronic Transaction | | |
| | d) None of the above | | |
| (ix) | A company's e-commerce policies and consumer information privacy should be addressed in a(n) | 1 | CO2 |
| | a) information code of ethics | | |
| | b) CRM | | |
| | c) Information firewall | | |
| | d) VPN | | |
| (x) | The combination of technical and legal means for protecting digital content from unlimited reproduction without permission is known as | 1 | CO2 |
| | a) Digital rights management | | |
| | b) Digital protection schemes | | |
| | c) Digital distribution regulation | | |
| | d) Digital rights protection | | |
| (xi) |is concerned with the buying and selling information, products and services over computer communication networks | 1 | CO2 |
| | a) Commerce | | |
| | b) E-Commerce | | |
| | c) E-Business | | |
| | d) None of these | | |
| (xii) | Which of the following market entry strategies are the most common for existing firms? | 1 | CO1 |
| | a) First mover | | |
| | b) Fast follower | | |
| | c) Brand extender | | |
| | d) Alliances | | |

GROUP – B

(Short Answer Type Questions)
(Answer any *three* of the following)

3 x 5 = 15

	Marks	CO No.
2. Explain internet banking and write its advantages over traditional banking system.	5	CO2
3. Explain E-commerce trade cycle with diagram.	5	CO1
4. Explain how SSL can be used for secure transactions?	5	CO3
5.a) What do you mean by digital document?	2	CO3
5.b) Differentiate between electronic documents and paper documents.	3	CO3
6.a) What is B2B and B2C business models?	2	CO3
6.b) Compare B2B, B2C business models.	3	CO3

GROUP – C

(Long Answer Type Questions)
(Answer any *three* of the following)

3 x 15 = 45

	Marks	CO No.
7.a) Explain enforceable online contract in detail with real life example.	5	CO2
b) What is the importance of EDI?	1	CO1
c) Explain EDIFACT in detail.	4	CO1
d) Write down the advantages and disadvantages of an electronic market.	5	CO2
8.a) Differentiate between symmetric and asymmetric cryptography.	5	CO3
b) Explain the working principle of DES algorithm.	5	CO3
c) Given two prime numbers P= 3, Q= 11. Find out the public key and private key using RSA encryption method.	5	CO3
9.a) What is Supply Chain Management?	3	CO4
b) What are the different functional modules associated with ERP?	5	CO4
c) Explain the benefits of ERP in detail.	4	CO4
d) Write down comparative study on trademark and copyright.	3	CO4
10.a) What are the different types of E-commerce explain with example?	6	CO1
b) What is digital cash?	4	CO2
c) Write down the advantages of E-governance.	0	CO2
11. Write short notes on: (Any Three)	3 x 5=15	
a) Digital authentication of electronic document	5	CO1
b) SET	5	CO3
c) VAN and VPN	5	CO2
d) Digital Certificate	5	CO3
e) Pros and cons of online banking	5	CO4