

D:-29.06.22  
2nd half

B.TECH/CSE/EVEN/SEM-VI/CS606C/R18/2022

**GURU NANAK INSTITUTE OF TECHNOLOGY**  
**An Autonomous Institute under MAKAUT**  
**2022**  
**E-COMMERCE AND ERP**  
**CS606C**

TIME ALLOTTED: 3 HOURS

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**

- |   | <b>Marks</b> | <b>CO No.</b> |
|---|--------------|---------------|
| 1. (i) Which of the following describes ecommerce?<br>a) Doing business electronically<br>b) Doing business<br>c) Sale of goods<br>d) All of the above              | 1            | CO1           |
| (ii) Which was an early form of E-commerce<br>a) SCM<br>b) EDI<br>c) Both of these<br>d) None of these  | 1            | CO2           |
| (iii) Which segment do eBay, Amazon.com belong?<br>a) B2B<br>b) B2C<br>c) C2B<br>d) C2C   | 1            | CO2           |
| (iv) What does EFT stand for?<br>a) Electronic Finance and Transfer<br>b) Electronic Funds Transport<br>c) Efficient Funds Transfer<br>d) Electronic Funds Transfer | 1            | CO2           |
| (v) Which is a function of ecommerce<br>a) Marketing<br>b) Advertising<br>c) Warehousing<br>d) all of the above   | 1            | CO1           |
| (vi) The solution for all business needs is<br>a) EDI<br>b) ERP<br>c) SCM<br>d) None of the above   | 1            | CO4           |

- |   |   |     |
|---|---|-----|
| (vii) Which of the following market entry strategies are the most common for existing firms?<br>a) First mover<br>b) Fast follower<br>c) Brand extender<br>d) Alliances   | 1 | CO1 |
| (viii) SET stands for:<br>a) Surety Electronic Transaction<br>b) Secure Electronic Transaction<br>c) Silent Electronic Transaction<br>d) None of the above  | 1 | CO2 |
| (ix) A company's e-commerce policies and consumer information privacy should be addressed in a(n)<br>a) information code of ethics<br>b) CRM<br>c) Information firewall<br>d) VPN   | 1 | CO2 |
| (x) The combination of technical and legal means for protecting digital content from unlimited reproduction without permission is known as<br>a) Digital rights management<br>b) Digital protection schemes<br>c) Digital distribution regulation<br>d) Digital rights protection   | 1 | CO2 |
| (xi) .....is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants<br>a) Mobile Commerce<br>b) e-commerce<br>c) both of these<br>d) none of these  | 1 | CO1 |
| (xii) Which of the following is not one of the benefits of e-commerce to sellers?<br>a) E-commerce offers greater flexibility in meeting customer needs.<br>b) E-commerce is a powerful tool for customer relationship building<br>c) E-commerce can help to reduce costs<br>d) E-commerce increases the net cost per contact | 1 | CO2 |

**GROUP – B**

**(Short Answer Type Questions)**

(Answer any *three* of the following)

- |  | <b>Marks</b> | <b>CO No.</b> |
|--|--------------|---------------|
| 2. Explain enforceable online contract in detail with real life example. | 5            | CO2           |
| 3. Write down comparative study on trademark and copyright.              | 5            | CO4           |
| 4. Explain how SSL can be used for secure transactions?                  | 5            | CO3           |

- |    |    |   |   |     |
|----|----|---|---|-----|
| 5. | a) | What do you mean by digital document?                           | 2 | CO3 |
|    | b) | Differentiate between electronic documents and paper documents. | 3 | CO3 |
| 6. |    | Write the differences between VAN and VPN                       | 5 | CO2 |

**GROUP – C****(Long Answer Type Questions)**(Answer any *three* of the following)**3 x 15 = 45**

- |     |    |  | <b>Marks</b> | <b>CO No.</b> |
|-----|----|--|--------------|---------------|
| 7.  | a) | Explain internet banking and write its <b>advantages</b> over traditional banking system.                | 5            | CO2           |
|     | b) | What is the importance of EDI?   | 1            | CO1           |
|     | c) | Explain EDIFACT in detail.   | 4            | CO1           |
|     | d) | Write down the <b>advantages</b> and <b>disadvantages</b> of an electronic market.                       | 5            | CO2           |
| 8.  | a) | Differentiate between symmetric and <b>asymmetric</b> cryptography.                                      | 5            | CO3           |
|     | b) | How the Digital authentication of <b>electronic</b> document is done?                                    | 5            | CO3           |
|     | c) | Given two prime numbers P= 5, Q= 7. 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 <b>modules</b> associated with ERP?                                    | 5            | CO4           |
|     | c) | Explain the benefits of ERP in detail.   | 4            | CO4           |
|     | d) | How does inter-organizational E-commerce play a major role in business, explain with example.            | 3            | CO2           |
| 10. | a) | What are the different types of E-commerce explain with example?   | 6            | CO1           |
|     | b) | Explain E-commerce trade cycle with <b>diagram</b> .   | 5            | CO1           |
|     | c) | Write down the liabilities of Internet <b>service</b> Providers.   | 5            | CO2           |
| 11. |    | Write short notes on: ( <b>Any Three</b> )   | 3x5=15       |               |
|     | a) | E-Governance   | 5            | CO1           |
|     | b) | SET  | 5            | CO3           |
|     | c) | Digital cash   | 5            | CO2           |
|     | d) | MRP  | 5            | CO3           |
|     | e) | SOA  | 5            | CO5           |