

Total number of printed pages – 4 B. Tech

PECS 3410/BCSE 3404

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Eighth Semester Examination – 2007

E-COMMERCE AND ERP / E-COMMERCE

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 full
marks of the questions.*

1. Answer the following questions : 2× 10
 - (a) What are the different type of electronic commerce applications ?
 - (b) What is intermediaries in Electronics commerce ?
 - (c) What is need of workflow Technology in creating e-business ?

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- (d) What exactly is supply-chain ?
- (e) Who are the stakeholders in E-commerce information system ?
- (f) What do you mean by ERP market ?
- (g) What is role of the firewall in a secure network ?
- (h) What are the three different viewpoints of transitions and mobility within a wireless network ?
- (i) What do you mean by E-governance? What are the common causes for failure of an E-governance ?
- (j) Define and differentiate between Tele-marketing and E-marketing ?
2. (a) What are basic applications facilitated by Inter-organizational Electronic Commerce ? 5
- (b) Explain why, "Electronic commerce demands new management approaches" ? 5

3. (a) What are the key factors to design a successful consumer-targeted commerce sites ? 5
- (b) What do you mean by redesign of a business process ? Is it essential for ERP implementation ? 5
4. (a) What are the key benefits of the E-commerce market ? 5
- (b) Discuss the major role of the call-centre in execution of E-commerce. 5
5. (a) What are the major benefits of an EDI system ? Discuss with reference to any EDI model ? 5
- (b) When making agreements, authentication, integrity and non-repudiation are essential factors to be taken into consideration ? One of the solutions offered to guarantee these in the electronic commerce is cryptography based on public key infrastructure (PKI). Explain briefly the basic idea of PKI ? 5

6. (a) Name and explain the chronology of schools of thought regarding managing business processes. 5

(b) Some applications of electronic commerce are said to deliver a "friction-free economy". What does this mean? What do you think, is friction-free economy possible? 5

7. (a) What do you push based supply chain model? 2

(b) What are difficulties usually faced by management in developing and deploying Electronic commerce in their organization? 8

8. Write notes on following : 2.5×4

(a) Consumer-to-Business Electronic Commerce

(b) Enterprise Application Integration

(c) Digital signature

(d) E-payment.