

Total number of printed pages – 4

B. Tech
PECS 3410

Eighth Semester Examination – 2008

E-COMMERCE / 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 type 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

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- (b) Describe the functional requirements for online selling and what specialized services and servers perform these functions. 5
- 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 EDI ? Discuss its layered structure. 5

- (b) What is e-payment ? Why is orientation and standardization required for e-payment businesses ? 5
- 6. (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
- 7. (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
- 8. Write notes on following : 2.5×4
- (a) Content Marketing
- (b) Collaborative Computing
- (c) Digital certificate
- (d) E-Logistic.

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