



## ENGINEERING &amp; MANAGEMENT EXAMINATIONS, APRIL - 2009

## E-COMMERCE &amp; ERP

## SEMESTER - 8

Time : 3 Hours ]

[ Full Marks : 70

## GROUP - A

## ( Multiple Choice Type Questions )

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) EDI requires
- a) representation of common business documents in computer readable form
  - b) data entry operators by receivers
  - c) special value added networks
  - d) special hardware at co-operating business premises.
- ii) By security in e-Commerce we mean
- I. protecting an organization's data resource from unauthorized access
  - II. preventing disasters from happening
  - III. authenticating messages received by an organization
  - IV. protecting messages sent on the internet from being read and understood by unauthorized persons/organizations
- a) I, II b) II, III
- c) III, IV d) I, III, IV;
- iii) A firewall may be implemented in
- a) routers which connect intranet to internet
  - b) bridges used in an intranet
  - c) expensive modem
  - d) user's application programs.

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- iv) Public key encryption method is a system
- which uses a set of public keys one for each participant in e-commerce
  - in which each person who wants to communicate has two keys ; a private key known to him only and a public key which is publicized to enable others to send message to him
  - which uses the RSA coding system
  - which is a standard for use in e-Commerce.
- v) In electronic cash payment
- a customer withdraws 'coins' in various denominations signed by the bank
  - the bank has a database of issued coins
  - the bank has a database of spent coins
  - the bank cannot trace a customer.
- I, II
  - I, II, III
  - I, II, III, IV
  - II, III, IV.
- vi) SET protocol is use for
- Securing message transfer
  - Securing card transaction
  - Securing authentication
  - Securing overall e-Commerce.
- vii) A key is a
- Value
  - Logic
  - Function
  - All of these.
- viii) Which model of e-commerce deals with virtual auction ?
- Aggregator model
  - Info-mediary model
  - Community model
  - Brokerage model.



- k) A/an ..... is a network that links selected resources of a company's internet with its customers, suppliers or other business partners.
  - a) internet
  - b) extranet
  - c) VPN
  - d) wide area network.
  
- x) How many types of trade cycle are there in e-commerce ?
  - a) One
  - b) Two
  - c) Three
  - d) Four.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following. 3 × 5 = 15

- 2. What do you mean by knowledge engineering and business process redesign ?
- 3. Explain E-Governance with suitable examples.
- 4. What are the benefits and points of concern in CPD ?
- 5. What is BPR ? Explain with an example.
- 6. Distinguish between CRM and SRM.

**GROUP - C**

**( Long Answer Type Questions )**

Answer any *three* of the following questions. 3 × 15 = 45

- 7. a) What is Digital signature ? How they differ from Digital certificate ?
- b) Given two prime nos.  $P = 17$ ,  $Q = 29$ . Find out  $N$ ,  $E$  and  $D$  in RSA encryption.
- c) What is firewall ? State the function of firewall in e-commerce. 15
  
- 8. a) What is call center ? Discuss about the call center equipment.
- b) What are the modes of operation of call center ?
- c) What is Customer Premises Equipment ( CPE ) ? What do you mean by Denial of Service Attacks ? ( 3 + 4 ) + 3 + ( 2 + 3 )



9. a) What is EDI ?  
b) What are the basic components of EDI ? Describe briefly.  
c) What role does it play in e-commerce ?  
d) Explain EDIFACT.  
e) Briefly explain the benefits of EDI. 1 + 4 + 4 + 4 + 2
10. a) Define ERP. How can information be integrated using ERP ?  
b) What are the reasons for the growth of ERP market ? What are the advantages of ERP system ? 4 + 5 + 6
11. Write short notes on any *three* of the following : 3 × 5
- a) EAI  
b) SCE framework  
c) BAAN  
d) SAP  
e) VPN.

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END