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Paper Code : OEC- CS802A/OECIT802A E-Commerce and ERP

UPID : 008261

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (I) What is 'EOQ' in Inventory control?
- (II) What is URL?
- (III) Compared to B2C e-commerce, B2B e-commerce is _____.
- (IV) What is email marketing?
- (V) EDI stands for _____.
- (VI) VMI stands for _____.
- (VII) What type of E - Commerce is tenders and submission of application?
- (VIII) What is called sale or purchase of items without physically visiting a shop?
- (IX) What is E-Business?
- (X) The purchase of machinery, equipment, or materials must go through the _____ department.
- (XI) What is a virtual storefront?
- (XII) SMTP refers to ____.

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. What are the 4 C's of Digital Marketing? [5]
3. Explain the Internet Marketing in detail [5]
4. What are the features of E-commerce? [5]
5. Discuss EDI architecture. [5]
6. Explain the internet industry structure with diagram? [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. (a) Write down the benefits of electronic web commerce [5]
 (b) Distinguish between Internet and Intranet. [5]
 (c) What is Firewall? [3]
 (d) What do you mean by Electronic Marketers? [2]
8. (a) Explain any 5 types of Electronic Payment Systems. [10]
 (b) Discuss the impact of e-commerce in the following areas [5]
 (i) Marketing
 (ii) Finance and Accounting
9. (a) Define Convergence, Collaborative Computing, Content Management & Call Center. [10]
 (b) How is e-mail useful for E-Commerce? Is it secure to transact through e-mail? Explain and justify. [5]
10. (a) Distinguish between e-business and e-commerce. [5]
 (b) Discuss how E-Commerce is helpful to business success. [5]
 (c) Write about Tangible and Intangible benefits of e-business [5]
11. (a) Draw and explain the architecture of an online shopping e-commerce portal that sells a large number of different types of goods. [10]
 (b) Discuss how E-Commerce is helpful to business success. [5]

*** END OF PAPER ***