

Code : 061718

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B.Tech 7th Semester Exam., 2015

E-COMMERCE AND ERP

Time : 3 hours

Full Marks : 70

Instructions :

- (i) The marks are indicated in the right hand margin.
- (ii) There are **NINE** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question No. 1 is compulsory.

1. Answer/Fill in the blanks (any seven) : $2 \times 7 = 14$

- (a) What is meant by disintermediation in E-commerce?
- (b) Write any two differences between B2B and B2C exchanges.
- (c) What are the properties of E-cash?
- (d) — is integrated with demand forecasting, manufacturing schedules and transportation logistics to reach customer.
- (e) Define knowledge management.
- (f) List any two disadvantages of credit card.
- (g) Define MICR. At what location do you find it in the cheque?

- (h) Data protection and data reliability are major — of E-commerce model.
- (i) List any two features of Internet banking.
- (j) Information integration can be done through — systems.

2. Explain the working strategy of E-cash. 14
3. (a) Compare and contrast between CDMA and GSM in the Indian context. 7
(b) What are various wireless applications in real world scenario? 7
4. What is meant by E-branding? What are various elements of E-branding? Explain with an example. 14
5. What are various firewall components? Explain in brief. 14
6. Describe briefly about various online financial services provided in India. 14
7. Write briefly about E-supply chain architecture and E-supply chain components. 14

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8. Explain the seven factors of the McKinsey 7S framework. 14
9. What are the basic concepts of ERP? Write the advantage and disadvantage for implementing ERP system. 14
