

**Bihar Engineering University, Patna**  
**End Semester Examination - 2022**

Course: B.Tech.  
Code: 105707

Semester: VII  
Subject: E-COMMERCE AND ERP

Time: 03 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

**Q.1 Choose the correct answer of the following (Any seven):**

[2 x 7 = 14]

- (a) In which year WWW (World Wide Web) was introduced?
  - I. 1996
  - II. 1994
  - III. 1990
  - IV. 1991
- (b) Which protects the system from external threats?
  - ☒ I. Firewall
  - II. EDI
  - III. ERP
  - IV. All of above
- (c) Which type of add appears on a web page?
  - I. pop-under ad
  - ☒ II. pop-up ad
  - III. banner ad
  - IV. discount ad
- (d) Which of the following is not a key element of the business model?
  - I. Competitive advantage
  - II. Market strategy
  - III. Universal standards
  - IV. Value Proposition
- (e) Which segment do 'olx' belongs ?
  - I. B2B
  - II. B2C
  - ☒ III. C2C
  - IV. None of the above
- (f) Which e-commerce model involves the sale of goods of services from businesses to the general public?
  - I. Business to Government
  - ☒ II. Business to Consumer
  - III. Business to Business
  - IV. Consumer to Business
- (g) \_\_\_\_\_ is referred to as the percentage of customers, by whom a Web site is visited and something is purchased by them.
  - ☒ I. Conversion rate
  - II. Spam
  - ☒ III. Affiliate Programs
  - IV. Click-through
- (h) Which of the following is/are considered examples of the Consumer to consumer (C2C) model?
  - I. Amazon.com
  - ☒ II. e-bay
  - III. Rentalic.com
  - IV. All of the above

**P.T.O.**

- (i) VPN stands for
- I. Virtual Private Network
  - II. Virtual Public Network
  - III. Virtual Processed Network
  - IV. None of these
- (j) Which of the following is not a key element of the business model?
- I. Competitive advantage
  - II. Market strategy
  - III. Universal standards
  - IV. Value Proposition

Q.2 (a) Define Digital Wallet? Discuss about the risks that appear in electronic payment system. [7]  
 (b) ERP is the backbone of business. Justify this statement. [7]

Q.3 (a) Discuss the various E-commerce business models with example. [7]  
 (b) What are the advantages and disadvantages of ERP system? [7]

Q.4 Write short notes on any two of the following: [7 x 2 = 14]

- (a) BPR/Component of ERP
- (b) Working of E-Cash/SCM (Supply Chain)
- (c) Working of Digital Signature Processing
- (d) EDI (Electric Data Interchange)/Electronic wallets

Q.5 (a) What are the various protection methods of client-server security threats? [7]  
 (b) Evaluate basic modules of ERP system-ESDS. [7]

Q.6 (a) What do you mean by website design for e-commerce? What are the strategies for Website development? [7]  
 (b) What are various security requirements for e-commerce? [7]

Q.7 (a) What is supply-chain management? Why is it important in e-business environment? [7]  
 (b) Explain the cross functional approach of ERP systems. [7]

Q.8 (a) What is an ERP implementation? What are the phases of an ERP implementation plan? [7]  
 (b) What is Firewall? State the function of Firewall in e-commerce. [7]

Q.9 (a) Discuss in detail the difference between E-Commerce and E-business [7]  
 (b) What are the advantages and disadvantages of E-Commerce? [7]

