

2014

E-COMMERCE AND ERP

Paper : IT 601

Full Marks : 100

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer any five questions out of seven.

1. (a) What is E-commerce ? Explain the benefits and shortcoming of E-commerce to an organisation. 3+7=10
- (b) Explain the different models of B-C markets. 10
2. (a) Explain the Secure Socket Layer (SSL) protocol in details. 10
- (b) What is digital cash ? What are the properties of digital cash ? 5

Contd.

- (c) Explain the Brick and Mortar model of authorization. 5
3. (a) Explain the EDI Architecture. 10
- (b) What is Cyber Law ? Explain its aims and provisions. 3+7=10
4. (a) What is Content Management System ? How can you categorise different functions of content management system ? 3+7=10
- (b) Briefly describe different Customer Premises Equipment. 6
- (c) Compare Content Management System against the traditional online upgrading. 4
5. (a) What is Supply Chain Management ? What is the role of supply chain management in E-commerce ? 2+2=4
- (b) Describe the Porter's Value Chain Model. 6
- (c) What are the strategies provided by E-business for supply chain ? 10

6. (a) What is EAI ? Describe the Broker model with its advantages and disadvantages.

2+6=8

(b) What are different ERP modules ? Describe the sales and distribution module.

2+10=12

7. Write short notes on :

4×5=20

(a) Diffie-Hellman Algorithm

(b) Web 2.0 features and services

(c) Certificate Authority

(d) Search Engine Optimization.