Registration No :

Total Number of Pages : 02

MCA
MCC406

4th Semester Back Examination 2017-18
E-COMMERCE AND ERP
BRANCH : MCA
Time: 3 Hours
Max Marks : 70
Q.CODE : C1119
Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.
Answer all parts of a question at a place.

Q1 **Answer the following questions:** **(2 x 10)**
   a) Describe SMTP Protocol.
   b) What do you mean by Steganography?
   c) Differentiate between IPV4 and IPV6.
   d) Define Digital Signature.
   e) Explain the need of ERP Systems.
   f) How does Computer Worm differ from Computer Virus?
   g) Describe DNS.
   h) What is the difference between White hat hacker and Black hat hacker?
   i) Explain Industry Value Chain.
   j) Differentiate between MRP &MRP-II.

Q2 **a)** How do economic forces affect e-commerce organizations? Identify the opportunities of e-commerce. **(5)**

   b) What is Search Engine Optimization (SEO)? Explain the methods of SEO? **(5)**

Q3 **a)** Explain the Communication methodologies with different market segments. **(5)**

   b) What do you mean by Life Cycle segmentation of Customer relationship? Explain the Funnel Model. **(5)**

Q4 **a)** What is EDI? Explain its characteristic and components. **(5)**

   b) Explain Supply Chain Management. Discuss the factors affecting E-Supply chains. **(5)**

Q5 **a)** Briefly explain the RFID system architecture and its application in e-commerce. **(5)**

   b) What are various types of E-market places? Explain. **(5)**

Q6 **a)** Describe the core principles of Information Security. **(5)**

    b) Explain legal, ethical and tax issues of e-business. **(5)**

Q7 **a)** What are ERP system's identifying characteristic features and benefits? **(5)**

    b) Discuss the features andapplication modules of SAP &PeopleSoft ERP **(5)**
system. Howdo they differ in their field of implementation?

Q8 **Write Short notes on any TWO :** **(5 x 2)**

    a) Web marketing

    b) SWOT analysis

    c) Virtual Community

    d) Digital Cash