Biyani's Think Tank

Concept based notes

E-Commerce

BCA Part-III

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Preface

I am glad to present this book, especially designed to serve the needs of the students. The book has been written keeping in mind the general weakness in understanding the fundamental concept of the topic. The book is self-explanatory and adopts the "Teach Yourself" style. It is based on Question-answer pattern. The language of book is Quite easy and understandable based on scientific approach.

Any further improvement in the contents of the book by making corrections, omission and inclusion is keen to be achieved based on suggestions from the reader for which the author shall be obliged.

I acknowledge special thanks to Mr. Rajeev Biyani, *Chiarman* & Dr. Sanjay Biyani, *Director (Acad.)* Biyani Group of Colleges, who is the backbone and main concept provider and also have been constant source of motivation throughout this endeavour.

I look forward to receiving valuable suggestions from professors of various educational institutions, other faculty members and the students for improvement of the Quality of the book. The reader may feel free to send in their comments and suggestions to the under mentioned address.

Author

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Business Strategy in an Electronic Commerce : The value chain, Competitive advantage, Business strategy.

Business to Business Electronic Commerce : Inter-organisational transactions, Electronic markets, Electronic data interchange (EDI), EDI: the nuts and bolts, EDI and Business Inter organisational E-Commerce.

Designing (Technical, Detailed, High Level): Introduction to Technical Design and Construction. A Client Server Model of E-Commerce, Understanding Technical Design, Understanding Construction. Introduction to Detail Design. Any example of Applying Detailed Design: Introduction to High-Level Design, Understanding High-level Design, Performing High-Level Design, High Level design of Business transactions Applying High-Level design, Any Example of Applying High-level Design. Challenges and Opportunities in Applying High-Level Design.

Testing & Implementation: Introduction to Testing. Understanding Testing. Applying Testing. Challenges an Opportunities in Applying Verification and Validation.

Implementation : Understanding Implementation. Applying Implementation Planning. An Example of Applying Implementation Planning. Challenges and Opportunities Implementation Planning. guidance

Chapter 1

E-commerce & Scope of E–commerce

Q 1. What is e – commerce? What are its characteristic?

Ans. The term commerce is define as trading of good & services or if 'e' for 'electronic' is added to this, the definition of e – commerce is defined as trading of goods, services, information or anything else of value between two entities over the internet.

Following are some definitions of e – commerce:-

1. It is the ability to conduct business electronically over the internet.
2. It means managing transactions using networking and electronic means.
3. It is a platform for selling products & services via internet.

Characteristics of e – commerce:-

1. Establishment of B to B relationship.
2. Electronic payment.
3. e – distribution of products & services.
4. Exchange of information.
5. Pre and post – sales support.
6. Customer relationship management.

Q 2. What are advantage of e – commerce ?

Ans. **Advantage of e – commerce:-**

1. **Facilitates the globalization of business:-**e – commerce facilitates the globalization of business by providing some economical access to distant markets and by supporting new opportunities for firms to increase economies by distributing their products internationally.

2. **Provides increased purchasing opportunities for the buyer:-**As e – commerce increases sales opportunities for the seller, it also increases purchasing opportunities for buyer.

3. **Lowering staffing cost:-** As in e – commerce, the selling & purchasing process is outline, the amount of interaction with staff is minimized

4. **Market based expansion:-** An e – commerce is open to entirely new group of users, which include employees, customers, suppliers & business partners.
5. **Increased profits:-**With e – commerce, companies reach more & more customers where physical commerce cannot reached, thus increasing profits.

6. **Increased customer service & loyality:-** e – commerce enables a company to be open for business wherever a customer needs it.

7. **Increase speed & accuracy:-** E – commerce see the speed and accuracy with which business can exchange information, which reduces cost on both sides of transactions. It is available 24 hours a day & 7 days a weak.

8. **Reduction of paper storage.**

9. **Increased response times**:- In e – commerce, the interaction with the system take place in real time & therefore allows customer or bidder to respond more Quickly & thus reduces the time of discussion between then as in traditional commerce.

Q.3 What are the limitations of e-commerce?

Ans. Limitations of e – commerce:-

1. **Security:-** the security risk in e – commerce can be-
   - client / server risk
   - data transfer and transaction risk
   - virus risk

2. High start up cost:-

The various components of cost involved with e – commerce are:-

- connection:- connection cost to the internet.

- hardware / software:- this includes cost of sophisticated computer, moduer, routers, etc.
- maintenance:- this include cost involve in training of employees and maintenance of web-pages.

3. Legal issues:- these issues arises when the customer data is fall in the hands of strangers.

4. Lack of skilled personnel:- there is difficulty in finding skilled www developers and knowledgeable professionals to manage and a maintain customer on line.

5. Loss of contact with customers:-Sometimes customers feels that they does not have received sufficient personal attention.

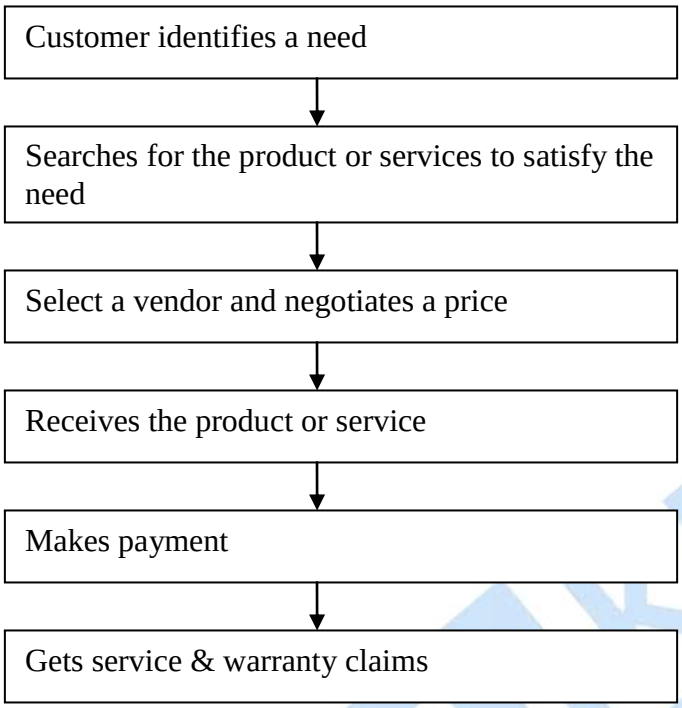
6. Uncertainty and lack of information:- most of the companies has never used any electronic means of communication with its customers as the internet is an unknown mode for them.

7. Some business process may never be available to e – commerce:-Some items such as foods, high cost items such as jewelry may be impossible to be available on the internet.

Q 4. What are the types of e – commerce ?

Ans. **Types of e – commerce:-**

1. Business to customer (B to C):-It means the consumer is motivated by business.



B to C working

1. Visiting the virtual mall- customer visits the mall by browsing the outline catalogue.
2. Customer registers- customer has to register to become part of the site's shopper registry
3. Customer buys product.
4. Merchant processes the order- the merchant then processes the order that is received from the previous stage & fills up the necessary forms
5. Credit card is processed:- credit card of the customer is authenticated through a payment gateway or a bank.
6. Shipment & delivery:- the product is then shipped to customer.

7. Customer receives:- the product is received by customer and is verified.

8. After sales service:- after sale, the firm wants to maintains a good relationship with its customers. It is called CRM customer relationship management.

Business to business (B to B):- this is called as a business motivated by another business.

B2B is classified as:-

1. Market place:- a digital electronic market place where suppliers and commercial purchasers can conduct transactions.

2. E – distributors:- a company that suppliers products and services directly to individual business.

3. B2B service provider:- it is a company that aells access to internet based software application to another companies.

4. Infomediary:- a company whose business model is premised upon gathering information about customers & selling it to other businesses.

Consumer to business (C to B):- a business motivated by a customer.

The various C2B classified into:-

1. Idea collectors:- consumers generally have a great idea about how to improve the existing products and what new features can be added to new products. E.g. ideas.com
2. Reverse auctions:- it allow prospective airline travelers to visit the website and name their price for traval between only pair of city. If an airline is willing to issue a ticket at there price, the passenger is obligated to buy.
3. Consumer to consumer (C to C):-

In this type, a consumer is motivated by another consumer. Consumers sells directly to other consumers via online classified ads and auctions, or by selling personal services or expertise online. E.g. ebay.com

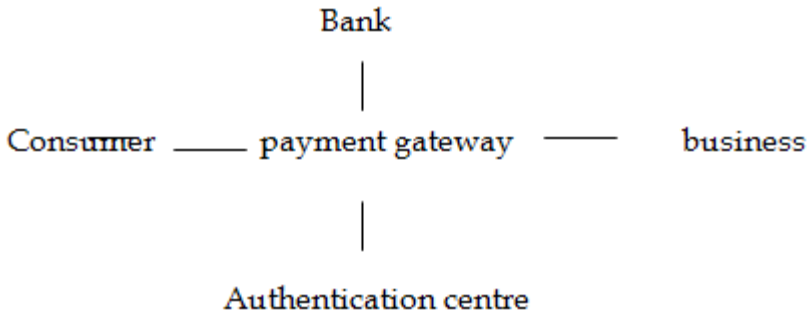
Q 5 What is the difference between traditional commerce and e – commerce?
Ans

Traditional Commerce	E- Commerce
Customer can easily identify & authenticate a merchant by seeing directly to him.	It is not easy in this case.
Customers can directly talk to merchant. Communication in the hands of a third party.	Customer can only see the representation & can only is not see the webpages
Customers can interact with other customers and gain feed back about merchant from other customers	Customer cannot interact with other customers.
It is not available all the time.	It is always available 24* 7*365 hours.
It is slow method.	It is fast method.
Customers just give cash to merchant & there is no need to give their name or address. So there is no worry about personal information.	Customer have to give their personal information to purchase the product.

Q 6 What is payment gateway ?

Ans Payment gateway are server based transaction processing system which enclose business to authorize, process, and manage credit card transaction securely in a real time.

It act as an intermediate between merchant shopping cart and all financial network involved with transaction.



Q.7 What are the areas of e-commerce?

Ans The areas of e-commerce are

1)EDI 2)E-market 3)Internet commerce

Q.8 What is trade cycle?

Ans. A trade cycle is the series of exchanges, between a customer and supplier, that take place when a commercial exchange is executed. A general trade cycle consists of:

Pre-Sales: Finding a supplier and agreeing the terms.
Execution: Selecting goods and taking delivery.
Settlement: Invoice (if any) and payment.
After-Sales: Following up complaints or providing maintenance.

For business-to-business transactions the trade cycle typically involves the provision of credit with execution preceding settlement whereas in consumer-to-business these two steps are typically co-incident.

The nature of the trade cycle can indicate the e-Commerce technology most suited to the exchange.

Multiple Choice Questions

1. Which of the following describes e-commerce?
   A) Buying products from each other
   B) Buying services from each other
   C) Selling services from each other
   D) All of the above

2. Which of the following is part of the four main segments for e-commerce?
   A) B2B
   B) B2C
   C) C2B
   D) All of the above

3. Which segment do eBay, Amazon.com, and LandsEnd.com belong?
   A) B2Bs
   B) B2Cs
   C) C2Bs
   D) C2Cs

4. Which segment focuses on consumers dealing with each other?
   A) B2B
   B) B2C
   C) C2B
   D) C2C

5. Which segment is eBay an example?
   A) B2B
   B) C2B
   C) C2C
   D) None of the above

6. Which segment is most of the media's attention focused on?
   A) B2B
   B) B2C
   C) C2B

D) C2C

7. In which segment is the dollar volume of e-commerce expected to be concentrated?
   A) B2B
   B) B2C
   C) C2B
   D) C2C

8. What combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business?
   A) Digital divide
   B) Global digital divide
   C) Demand aggregation
   D) None of the above

9. The best products to sell in B2C e-commerce are:
   A) Small products
   B) Digital products
   C) Specialty products
   D) Fresh products

10. Which products are people most likely to be more uncomfortable buying on the Internet?
    A) Books
    B) Furniture
    C) Movies
    D) All of the above

Chapter 2

Client Server Technology

Q.1 What is a Client process?

Ans. The client is a process that sends a message to a server process reQuesting that the server perform a task.

Client programs usually manage the user-interface portion of the application, validate data entered by the user, dispatch reQuests to server programs, and sometimes execute business logic.

The client-based process is the front- end of the application that the user sees and interacts with. The client process contains solution-specific logic and provides the interface between the user and the rest of the application system.

The client process also manages the local resources that the user interacts with such as the monitor, keyboard, workstation CPU and peripherals.

One of the key elements of a client workstation is the graphical user interface (GUI).

Q.2 What is a Server process?

Ans. A server process (program) fulfills the client reQuest by performing the task reQuested. Server programs generally receive reQuests from client programs, execute database retrieval and updates, manage data integrity and dispatch responses to client reQuests.

Sometimes server programs execute common or complex business logic. The server-based process "may" run on another machine on the network. This server could be the host operating system or network file server; the server

is then provided both file system services and application services. Or in some cases, another desktop machine provides the application services.

The server process acts as a software engine that manages shared resources such as databases, printers, communication links, or high powered-processors. The server process performs the back-end tasks that are common to similar applications.

Q.3 What is client server architecture?

Ans. Client/server architecture The client/server architecture significantly decreased network traffic by providing a Query response rather than total file transfer. It allows multi-user updating through a GUI front end to a shared database. Remote Procedure Calls (RPCs) or standard Query language (SQL) statements are typically used to communicate between the client and server.

The following are the examples of client/server architectures.

1) **Two tier architectures** A two-tier architecture is where a client talks directly to a server, with no intervening server. It is typically used in small environments(less than 50 users).

In two tier client/server architectures, the user interface is placed at user's desktop environment and the database management system services are usually in a server that is a more powerful machine that provides services to the many clients. Information processing is split between the user system interface environment and the database management server environment.

2) **Three tier architectures** The three tier architecture is introduced to overcome the drawbacks of the two tier architecture. In the three tier architecture, a middleware is used between the user system interface client environment and the database management server environment. These middleware are implemented in a variety of ways such as transaction processing monitors, message servers or application servers. The middleware perform the function of Queuing, application execution and database staging. In addition the middleware adds scheduling and prioritization for work in progress.

The three tier client/server architecture is used to improve performance for large number of users and also improves flexibility when compared to the two tier approach.

The drawback of three tier architectures is that the development environment is more difficult to use than the development of two tier applications.

The widespread use of the term 3-tier architecture also denotes the following architectures:

- Application sharing between a client, middleware and enterprise server
- Application sharing between a client, application server and enterprise database server.

i) **Three tier with message server**. In this architecture, messages are processed and prioritized asynchronously. Messages have headers that include priority information, address and identification number. The message server links to the relational DBMS and other data sources. Messaging systems are alternative for wireless infrastructures.

ii) **Three tier with an application server** This architecture allows the main body of an application to run on a shared host rather than in the user system interface client environment. The application server shares business logic, computations and a data retrieval engine. In this architecture applications are more scalable and installation costs are less on a single server than maintaining each on a desktop client.

3-tier architecture provides:

- A greater degree of flexibility
- Increased security, as security can be defined for each service, and at each level
- Increased performance, as tasks are shared between servers

Q.4. What are Benefits of the Client/Server Model ?

Ans **Divides Application Processing** across multiple machines.Non-critical data and functions are processed on the client Critical functions are processed on the server

Optimizes Client Workstations for data input and presentation (e.g., graphics and mouse support)

Optimizes the Server for data processing and storage (e.g., large amount of memory and disk space)

Scales Horizontally – Multiple servers, each server having capabilities and processing power, can be added to distribute processing load.

Scales Vertically - Can be moved to more powerful machines, such as minicomputer or a mainframe to take advantage of the larger system's performance

Reduces Data Replication - Data stored on the servers instead of each client, reducing the amount of data replication for the application.

Q.5 What are the characteristics of client/server architecture?

Ans. The basic characteristics of client/server architectures are:

1) Combination of a client or front-end portion that interacts with the user, and a server or back-end portion that interacts with the shared resource.

The client process contains solution-specific logic and provides the interface between the user and the rest of the application system.
The server process acts as a software engine that manages shared resources such as databases, printers, modems, or high powered processors.

2) The front-end task and back-end task have fundamentally different requirements for computing resources such as processor speeds, memory, disk speeds and capacities, and input/output devices.

3) The environment is typically heterogeneous and multivendor. The hardware platform and operating system of client and server are not usually the same. Client and server processes communicate through a well-defined set of standard application program interfaces (API's) and RPC's.

4) An important characteristic of client-server systems is scalability. They can be scaled horizontally or vertically. Horizontal scaling means adding or removing client workstations with only a slight performance impact. Vertical scaling means migrating to a larger and faster server machine or multiservers.

Q. 6. What are the different types of servers?

Ans.

File servers. -With a file server, the client passes reQuests for files or file records over a network to the file server. This form of data service reQuires large bandwidth and can slow a network with many users down considerably. Traditional LAN computing allows users to share resources, such as data files and peripheral devices, by moving them from standalone PCUs onto a Networked File Server (NFS).

Database servers-In database servers, clients passes SQL (Structured Query Language) requests as messages to the server and the results of the Query are returned over the network. The code that processes the SQL request and the data resides on the server allowing it to use its own processing power to find the requested data, rather than pass all the records back to a client and let it find its own data as was the case for the file server.

Transaction servers- Clients invoke remote procedures that reside on servers which also contains an SQL database engine. There are procedural statements on the server to execute a group of SQL statements (transactions) which either all succeed or fail as a unit. The applications based on transaction servers are called On-line Transaction Processing (OLTP) and tend to be mission-critical applications which require 1-3 second response time, 100% of the time and require tight controls over the security and integrity of the database.

The communication overhead in this approach is kept to a minimum as the exchange typically consists of a single request/reply (as opposed to multiple SQL statements in database servers). Application servers are not necessarily

database centered but are used to server user needs, such as. download capabilities from Dow Jones or regulating a electronic mail process. Basing resources on a server allows users to share data, while security and management services, which are also based in the server, ensure data integrity and security.

Multiple Choice Questions

1. Which of the following describes e-commerce?
   A) Buying products from each other
   B) Buying services from each other
   C) Selling services from each other
   D) All of the above

2. Which of the following is part of the four main segments for e-commerce?
   A) B2B
   B) B2C
   C) C2B
   D) All of the above

3. Which segment do eBay, Amazon.com, and LandsEnd.com belong?
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4. Which segment focuses on consumers dealing with each other?
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   B) B2C
   C) C2B
   D) C2C

5.Which segment is eBay an example?
   A) B2B
   B) C2B

C) C2C
D) None of the above

6. Which segment is most of the media's attention focused on?
A) B2B
B) B2C
C) C2B
D) C2C

7.What combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business?
A) Digital divide
B) Global digital divide
C) Demand aggregation
D) None of the above

8.The best products to sell in B2C e-commerce are:
A) Small products
B) Digital products
C) Specialty products
D) Fresh products

9.Which products are people most likely to be more uncomfortable buying on the Internet?
A) Books
B) Furniture
C) Movies
D) All of the above

10.Which products are people most likely to be comfortable buying on the Internet?
A) Books
B) PCs
C) CDs
D) All of the ab

Chapter 3

Supply Chain Management & Value Chain

Q 1 What is supply chain management ?

Ans. **Supply chain management:-**

- supply chain is a process umbrella under which products are created and delivered to customers.
- It is a seQuence of processes and activities invoked in manufacturing and distribution cycle.
- It is a network of facilities that made raw materials, trans form them into intermediate goods & then final products and deliver the products to customers through a distribution system.

Q 2. What are the components of supply chain ?

Ans The following fine basic components of SC mare:-

1. Plan:- it is the first step of SCM. It plans for meeting the customer demand.

2. Source:- it means from where customer are ready to purchase their products. In this step, price, delivery & payment process of the goods are maintained.

3. Make:- it is the manufacturing step. In this the necessary step for manufacturing steps are taken like production, testing, packaging and prepation for delivery.

4. Deliver:- in this step customer give receipt of orders which he wants. A warehouse is maintainesd to store the product details.

5. Return:- in this step a customer relationship management is maintained. In this customers are supported & feedback is taken from customers about products. A network is maintained for receiving defective & excessive products from customers.

Q 3. What are the benefit of SCM ?

Ans.

1. It is web based not web enabled.

2. It incorporates broadcast and active messaging.

3. It supports the exchange of real time benefits.

4. It has open internet application architecture which allows rapid deployment.

5. It is platform independent.

6. It is fully integrated system.

7. Global trading capabilities.

8. Global knowledge exchange.

9. Horizontal & vertical market place.

10. E – market place to e – market place connectivity.

11. Enterprise – to – enterprise connectivity.

12. It maximize selling opportunities by capturing valuable customer information buying patterns, freQuency of visits, preferences, order history.

13. It provides tool sets to achieve new business by reaching out to customers that you never could before.

14. Improved customer response time.

15. An ability to offer local products globally.

Q. 4 What is value chain analysis? What are the primary and secondary activities?

Ans The **value chain**, also known as **value chain analysis**, is a concept from business management that was first described and popularized by Michael Porter in his 1985 . A value chain is a chain of activities for a firm operating in a specific industry. Products pass through all activities of the chain in order, and at each activity the product gains some value. The chain of activities gives the products more added value than the sum of added values of all activities. It is important not to mix the concept of the value chain with the costs occurring throughout the activities. A diamond cutter can be used as an example of the difference. The cutting activity may have a low cost, but the activity adds much of the value to the end product, since a rough diamond is significantly less valuable than a cut diamond.

Activities

The primary activities include: inbound logistics, operations (production), outbound logistics, marketing and sales (demand), and services (maintenance).

The support activities include: administrative infrastructure management, human resource management, technology (R&D), and procurement. The costs and value drivers are identified for each value activity.

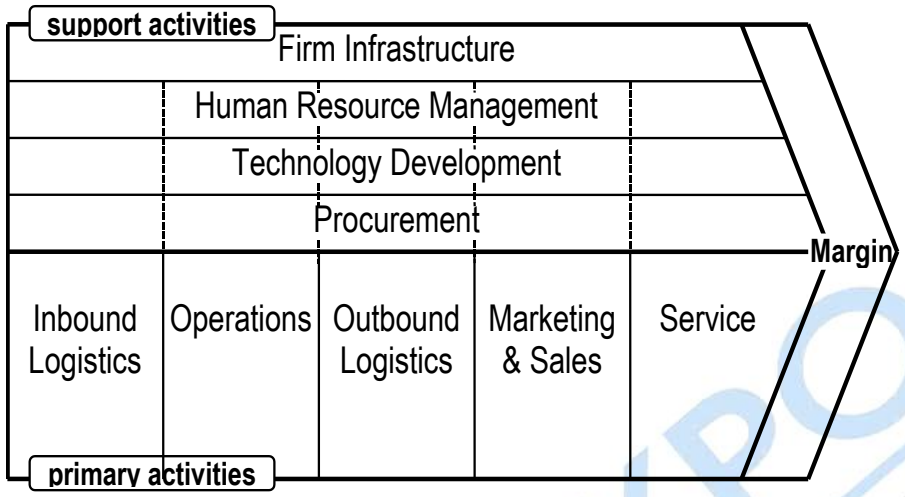
The **Value Chain framework** of **Michael Porter** is a model that helps to analyze specific activities through which firms can create value and competitive advantage.

Primary activities

1) **Inbound Logistics** Includes receiving, storing, inventory control, transportation scheduling.

2) **Operations** Includes machining, packaging, assembly, equipment maintenance, testing and all other value-creating activities that transform the inputs into the final product.

3) Outbound Logistics The activities required to get the finished product to the customers: warehousing, order fulfillment, transportation, distribution management.



4) Marketing and Sales The activities associated with getting buyers to purchase the product including channel selection, advertising, promotion, selling, pricing, retail management, etc.

5) **Service** The activities that maintain and enhance the product's value, including customer support, repair services, installation, training, spare parts management, upgrading, etc.

Support activities:

1)Procurement :-It refers to the purchase of goods and services for the organization.Procurement of raw materials, servicing, spare parts, buildings, machines, etc

2)Technology Development:-It includes CRM,internet marketing activities,production technology.

3)Human Resources Management:-An organisation would manage recruitment and selection,training and development.

4)Firm Infrastructure:-It includes MIS for planning , general management, planning management, legal, finance, accounting, public affairs, Quality management, etc.

Q ..5 Give an Example of value. chain

Ans Food supermarkets value system

Inbound Logistics: Large number of suppliers

Vast number of products

Process: Retail

Outbound Logistics: Vast number of Consumers

Q. 6. What are the cost drivers of value chain?

Ans Porter identified 10 cost drivers related to value chain activities:

- Economies of scale
- Learning
- Capacity utilization
- Linkages among activities
- Interrelationships among business units
- Degree of vertical integration

- Timing of market entry
- Firm's policy of cost or differentiation
- Geographic location
- Institutional factors (regulation, union activity, taxes, etc.)

Q. 7 What is meant by term stakeholder?

Ans The term **stakeholder**, as traditionally used in the English language in law and notably gambling, is a third party who temporarily holds money or property while its owner is still being determined. In a business context, a stakeholder is a person or organization that has a legitimate interest in a project or entity.

A **corporate stakeholder** is a party that can affect or be affected by the actions of the business as a whole. Stakeholders also defined as those groups without whose support the organization would cease to exist.

Q. 8 What is the relationship between Technology and the Value Chain?

Ans Because technology is employed to some degree in every value creating activity, changes in technology can impact competitive advantage by incrementally changing the activities themselves or by making possible new configurations of the value chain.

Various technologies are used in both primary value activities and support activities:

- **Inbound Logistics Technologies**
  - Transportation
  - Material handling
  - Material storage
  - Communications
  - Testing
  - Information systems
- **Operations Technologies**
  - Process
  - Materials
  - Machine tools

- Material handling
- Packaging
- Maintenance
- Testing
- Building design & operation
- Information systems

- **Outbound Logistics Technologies**

  - Transportation
  - Material handling
  - Packaging
  - Communications
  - Information systems

- **Marketing & Sales Technologies**

  - Media
  - Audio/video
  - Communications
  - Information systems

- **Service Technologies**

  - Testing
  - Communications
  - Information systems

Q. 9 What are the benefits of Value Chain?

Ans. **A) Electronic Value Chain:**

1)Reduced time frame

2)Changed cost structures

B) **Re-engineered Value Chain**:

1) Just-in-time manufacture

2) Quick response supply

3) Efficient document processing

C) Competitive advantage

Q.10 How you can improve supply chain management?

Ans Supply chain management can be improved by integration and co-ordination.

Multiple Choice Questions

1. Digital products are best suited for B2C e-commerce because they:
   A) Are commodity like products?
   B) Can be mass-customized and personalized
   C) Can be delivered at the time of purchase
   D) All of the above

2.All of the following are techniques B2C e-commerce companies use to attract customers, except:
   A) Registering with search engines
   B) Viral marketing
   C) Online ads
   D) Virtual marketing

3. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?
   A) Direct materials
   B) Indirect materials
   C) EDI
   D) None of the above

4. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
   A) Customer relationship management systems cards
   B) E-government identity cards
   C) FEDI cards
   D) Smart cards

5. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
   A) direct marketplace
   B) B2B
   C) B2C

D) electronic marketplace

6. Which of the following is a method of transferring money from one person's account to another?
   A) electronic check
   B) credit card
   C) e-transfer
   D) none of the above

7.An electronic check is one form of what?
   A) e-commerce
   B) online banking
   C) e-cash
   D) check

8.Digital products are best suited for B2C e-commerce because they:
   A) Are commodity like products?
   B) Can be mass-customized and personalized
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   D) **All of the above**

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   C) Online ads
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10. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?
   A) Direct materials
   B) Indirect materials
   C) EDI
   D) None of the above

Chapter 4

Competitive Advantage and Business Strategy

Q. 1 What is meant by competitive advantage?

Ans Competitive advantage is an advantage over competitions gained by offering consumers greater value, either by means lower prices or by providing greater benefits and services that justifies higher prices.

There are two main types of competitive advantage comparative advantage and differential advantage.

Comparative advantage is a firms ability to produce a good or service at lower cost than its competitious.

A differential advantage is created when a firm's products or services differ from its competitors.

Q. 2 What are the strategies that are adopted to gain competitive advantage ?

Ans

1. **Differentiation**:- this strategy is used to attract more customers, this strategy allow you to change a higher price because you are delivering more value to your customers.

This can be done as –
More value – often products or services for same price.
Freebies – free upgrades & coupons for future purchases.
Discounts – includes offering regular sales, coupons etc.
New/first – be the first one to offer something in your location.
Deliver/fast – next day or one hour make it faster than customers think possible.

Before/during/after sales support – provide technical or other support to customers.
Guarantee/warranty – free replacements parts.

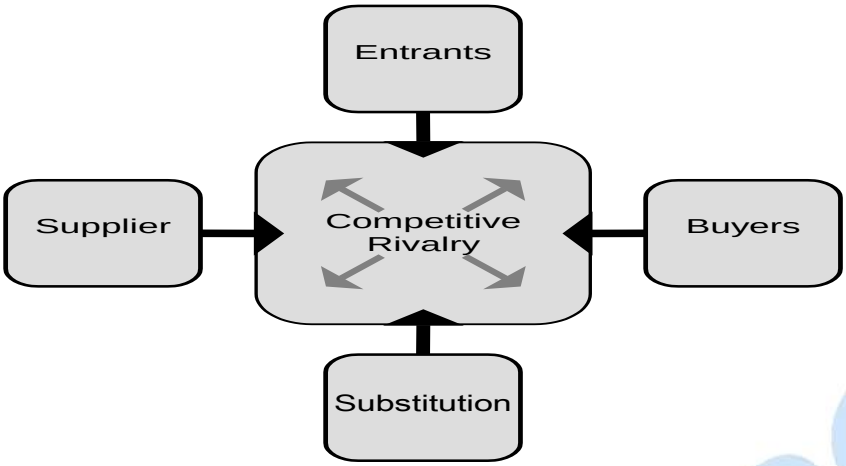
2. **Cost leadership**:- this strategy seeks to achieve the position of lowest cost producer in industry as a whole. By producing at lowest cost, the manufacturer can compete on price with every other producer in the industry.

3. **Differentiation focus**:- this strategy works in narrow market. It means the companies focus on smaller segments (niches) of customers rather than entire the cross market.
Companies following focused differentiation strategies produce customized products for small market segments. They can be successful when either the Qualities are too small for industry wide competitors to handle economically, or when the extent of differentiation reQuested is beyond the capabilities of industry wide differentiation. E. g. luxury goods.
4. **Cost focus**:- in this strategy, a lower – cost advantage is given to a small market segment.
For e.g. Ikea company offers home furnishing that has good design, functions and Quality with low prices.

Q. 3 Explain Michael porter fine forces model?

Ans.

Michael porter concept involves relationship between competitors within an industry, potential suppliers, buyers and alternative solutions to the problem being addressed.
It consist of
1. entry of competitors
2. threat of substitutes
3. bargaining power of buyers
4. bargaining power suppliers
5. rivalry among existing players
6. Government



1) **Barriers to entry/ threat of entry:-**
Any firm should be able to enter and exit a market and if free entry and exit expsts, then profit always should be nominal.
But industries always possess high nomial rate & thus inhibit additional rivals from entering the market. These are barriers to entry.

Barriers to entry arise from several sources:-

1. ***Government create barriers***:- role of govt. in a market is to preserve competition through anti – trust actions, govt. also restricts competition through granting of mono polices and through regulation.

2. ***Patents and Proprietary knowledge serve to restrict entry into an industry***:- ideas and knowledge that provides competitive advantages are preventing others from using the knowledge & thus ccreating a barrer to entry.

3. ***Economies of scale***:- the most cost efficient level of production is termed as minimum efficient scale (MES).
This is the point at which unit costs for production are at minimum i.e. the most cost efficient level of market share necessary for low cost entry or cost parity with rivals.

Easy to enter if

- common technology
- little branding
- access to distribution channels

difficulty in brand switching
restricted distribution channels
high scale threshold

2) **Threat of substitutes**

A threat of substitutes exists when a product's damaged is affected by price change of a substitute product.
As more substitutes are available, the demanded becomes more elastic since customers have more alternatives.
For e. g.
The price of aluminum beverage cans is constrained by price of glass bottles, steel cans and plastic containers.

It depends on –
- Quality
- Buyer's willingness to substitute
- Price & performance of substitute
- Cost of switching to substitutes

3) **Bargaining power of buyers:-**

Concentration of buyers, differentiation, Profitability of buyers, role of Quality and service

4) **Bargaining power of suppliers.**

Concentration of suppliers, Branding, Profitability of suppliers, role of Quality and service

5) **Intensity of rivalry depends on:-**

It rivalry among firms in an industry is low, the industry is considered to be disciplined.
In pursuing an advantage over its rivals (competitor), a firm can choose –
1 changing prices
2 improving product differentiation

3 take advantage of relationship with suppliers.

The intensity of rivalry is influenced by

1. a large no. of firms increase rivalry because more firms compete for same customers & resources.
2. slow market growth causes firms to fight for market share.
3. low switching cost freely switch from one product to another there is greater struggle to capture customers.
4. low levels of product differentiation
5. high storage cost or highly

perishable products cause a producer to sell goods as soon as possible. If other producers are attempting to unload at the same time, competition for customers intensifies.

Q. 4 What is business strategy?

Ans Strategy is the direction and scope of an organization over the long-term: which achieves advantage for the organization through its configuration of resources within a challenging environment, to meet the needs of_markets and to fulfill stakeholder expectations.

The best business strategies must steer a course between the inevitable internal pressure for business continuity and the demands of a rapidly changing world for revolutionary business strategies.

Multiple Choice Questions

1.What floods a Web site with so many requests for service that it slows down or crashes?

A) Computer virus
B) Worm
C) Denial-of-service attack
D) None of the above

2. What harnesses far-flung computers together by way of the Internet or a virtual private network to share CPU power, databases, and database storage?

A) Computer virus
B) Worm
C) Denial-of-service attack
D) None of the above

3. What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?

A) Risk management
B) Risk assessment
C) Security
D) None of the above

4 .What is the process of evaluating IT assets, their importance to the organization, and their susceptibility to threats, to measure the risk exposure of these assets?

A) Risk management
B) Risk assessment
C) Security
D) None of the above

5 .What is the process of making a copy of the information stored on a computer?

A) Backup
B) Anti-virus
C) Firewall
D) Biometrics

6. What software detects and removes or quarantines computer viruses?

A) Backup

B) Anti-virus
C) Firewall
D) Biometrics

7. What is hardware and/or software that protects computers from intruders?
A) Backup
B) Anti-virus
C) Firewall
D) Biometrics

8. What is the use of physical characteristics — such as your fingerprint, the blood vessels in the retina of your eye, the sound of your voice, or perhaps even your breath — to provide identification?
A) Backup
B) Anti-virus
C) Firewall
D) Biometrics

9. All of the following are considered biometrics, except:
A) Fingerprint
B) Retina
C) Password
D) Voice

10. What scrambles the contents of a file so you can't read it without having the right decryption key?
A) Encryption
B) Intrusion-detection software
C) Security-auditing software
D) All of the above

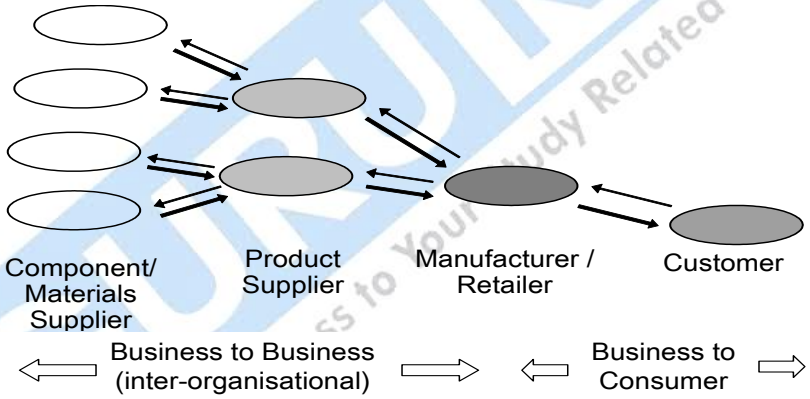
11. What is an encryption system that uses two keys: a public key that everyone can have and a private key for only the recipient?
A) Encryption
B) Public key encryption
C) Intrusion-detection software
D) Security-auditing software

Chapter 5

Inter-organizational Transactions and E – market

Q.1 What is inter-organizational transactions?

Ans The transactions between business to business are called inter-organizational transactions.



Q.2 What is credit Transaction cycle?

Ans. Credit transaction trade cycle

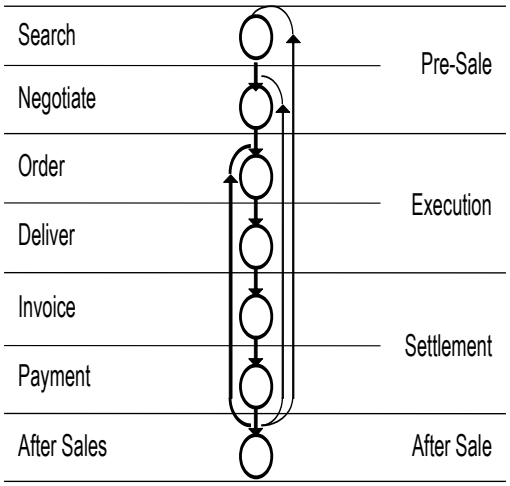
Pre-Sales:

Search – find a supplier

Negotiate – agree terms of trade

Execution:

Order (purchasing procedures)



Delivery (match delivery against order)

Settlement:
Invoice (check against delivery)
Payment

After Sales (warrantee, maintenance, etc.)

Repeat – many orders repeat on a daily or weekly basis.

Q.3 Describe e-marketplace models?

Ans There are many different types of e-marketplace based on a range of business models. They can be broadly divided into categories based on the way in which they are operated.

Independent e-marketplace

An independent e-marketplace is usually a business-to-business online platform operated by a third party which is open to buyers or sellers in a particular industry. By registering on an independent e-marketplace, you can access classified ads or reQuests for Quotations or bids in your industry sector. There will typically be some form of payment reQuired to participate.

Buyer-oriented e-marketplace

A buyer-oriented e-marketplace is normally run by a consortium of buyers in order to establish an efficient purchasing environment. If you are looking to purchase, participating in this sort of e-marketplace can help you lower your administrative costs and achieve the best price from suppliers. As a supplier you can use a buyer-oriented e-marketplace to advertise your catalogue to a pool of relevant customers who are looking to buy.

Supplier-oriented e-marketplace

Also known as a supplier directory, this marketplace is set up and operated by a number of suppliers who are seeking to establish an efficient sales channel

via the internet to a large number of buyers. They are usually searchable by the product or service being offered.

Supplier directories benefit buyers by providing information about suppliers for markets and regions they may not be familiar with. Sellers can use these types of marketplace to increase their visibility to potential buyers and to get leads.

Vertical and horizontal e-marketplaces

Vertical e-marketplaces provide online access to businesses vertically up and down every segment of a particular industry sector such as automotive, chemical, construction or textiles. Buying or selling using a vertical e-marketplace for your industry sector can increase your operating efficiency and help to decrease supply chain costs, inventories and cycle time.

A horizontal e-marketplace connects buyers and sellers across different industries or regions. You can use a horizontal e-marketplace to purchase indirect products such as office equipment or stationery.

Q.4 What is e – marketing ?

Ans An inter – organizational information system that allows participating buyers and sellers to exchange information about price and product offerings.

Q. 5 What is e–marketing value chain ?

Ans E–marketing maintains the strong relationship between company and customer.
It is like a chain the company acQuires customers, fulfill their needs and offers support and gains their confidence so that they return to it again.

Content :- a customer accesses a website for the content of that site. Initially a customer will want to navigate Quickly to gain a clear understanding of the sites progression to more detailed information.

Format:- the selection of data format is crucial.

Acess:- ouline data acess depends on the BW reQuirement.

Q6. What are the advantage of online marketing ?

Ans.

1. It offers bottom line benefits.
2. It save money and help you stretch your marketing budget.
3. It save time and cut steps from the marketing process. The customer easily get desired information of products whenever they want.
4. It is information rich and interactive.
5. It reduces the time and distance barriers that get in the way of conducting business transaction.
6. It gives eQual opportunity to each & every customers.
7. This market is available all the time i.e. 7 * 24 hours.

Multiple Choice Questions

1. What checks out your computer or network for potential weaknesses?
   A) Encryption
   B) Public key encryption
   C) Security-auditing software
   D) None of the above

2.Which of the following to viruses harm?
   A) Your keyboard
   B) Your monitor
   C) Your processor
   D) Viruses do not harm any of the above

3 .Which of the following can a virus do?
   A) Hurt your hardware
   B) Hurt any files they weren't designed to attack
   C) Infect files on write-protected disks
   D) None of the above

4. In simple terms, what does risk assessment ask?
   A) What can go wrong?
   B) How likely is it to go wrong?
   C) What are the possible consequences if it does go wrong?
   D) All of the above

5. Which of the following is a characteristic of a firewall?
   A) Examines each message as it seeks entrance to the network
   B) Blocks messages without the correct markings from entering the network
   C) Detects computers communicating with the Internet without approval
   D) All of the above

6. Which item can a password be used to protect?
   A) Network
   B) File
   C) Folder

D) All of the above

7. Which is the most important component of IT?
   A) Information
   B) People
   C) Information technology
   D) Computers
8. How do ethical people treat others?
   A) With respect
   B) With dignity
   C) With the same care for the rights of others as for their own rights
   D) All of the above

9. Which of the following is not a root of our ethics?
   A) History
   B) Culture
   C) Religion
   D) Technology

10. Which of the following applies to the implementation of an idea?
    A) Copyright
    B) Intellectual property
    C) Patent
    D) Denial-of-service attack

Chapter 6

EDI & EDI Standards

Q. 1 What is EDI ?

Ans. EDI is electronic data interchange. It is the direct communication of trading messages between computer systems, using national and international telecommunications networks.

Q. 2 What are EDI terminology ?

Ans. A trading partners:- a trading partner is an organization who uses EDI. They are assigned a trading partner ID number which is their generic "customer number".

If you decided to use EDI, you will register your company with your service provider (VAN) who will provide with a trading partner.

ID number

B VAN:- it is a service provider which stores your EDI mail form your trading partners and transmits your EDI documents to your trading partner's mailbox.

C transaction software:- software used to send & service EDI documents within VAN.

Global / DX:- this modules takes the output from the transaction software & creates necessary transactions and also creates files trading partners.

Q. 3 Give the description of EDI architecture ?

Ans. EDI architechture specifies 4 layers:-

1) Semantic (application layer)
2) Standard transaction layer
3) Packing (transport) layer
4) Physical n/w infrastructure layer.

1) **Semantic layer**:- It describes the business application that is driving EDI.
For a procurement application, this translates into reQuests for Quotes, price Quotes, purchase orders, acknoledgements & involves.
The information seen at this layer must be translated from a company specific from to a more generic form so that it can be send to various trading partners, who could be using a varity of software applications at this end.
When a trading partner sends a document, the EDI translation software converts the proprietary format into a standard mutually agreed on by the processing system. When a company receivers the document, their EDI translation software automatically changes the standard format into proprietary format of their document processing software so that company can manipulate the information in whatever way it chooses to.

2. **EDI standards**:- It specify business form structure and it also influence the content at application layer.
The most two important standards are:-
- EDIPACT
- ANSI X12

3. **EDI transport layer**:- It corresponds closely with the non-electronic activity of sending a business form from one company A to company B.
The business form could be sent via regular postal service, registered mail, certified mail or private carrier such as united pariel service (UPS) or simply faxed between the companies.

EDI semantic layer application level services
EDI standard layer EDIFACT
ANSI X12

EDI transport layer e- mail X 435
Point2point FTP
www HTTP

4. **Physical layer** :- Dial up lines

Q. 4 How EDI Works?

Ans: The buyer enters order information into the production database, which generates a purchase order on the computer. The order information is then channeled through a number of interface programs.

1. The interface software programs perform edits and checks on the document and direct the order data into predefined EDI intermediate files.
2. The EDI intermediate files contain information in a form that the EDI translation software can read.
3. The translation software is a set of programs that translates the interface file data into a document formatted according to EDI standards that the supplier's computer can recognize.
4. The electronic document now consists of a file that contains the order data in a predefined, recognizable order.
5. The communications software adds appropriate communications protocols to the EDI document in preparation for transmission via telephone lines.
6. Using a modem and telephone line, the buyer transmits the EDI purchase order to a VAN (Value added network).
7. The communications software on the supplier's computer picks up the document from the VAN, interprets and/or converts the communications protocols to open the electronic document.

8. The purchase order is now in a standard, recognizable format in a file and is available to the supplier's computer.
9. The supplier's translation software interprets the documents from the EDI format and places the order information in EDI intermediate file(s).
10. The EDI intermediate files contain the translated purchase order information.
11. The interface programs perform edits and checks before the data is integrated with the supplier's production database.

    The application software on the supplier's computer can now process the buyer's order.

Q. 5 What are the benefits of EDI ?

Ans. **Benefits of EDI are:-**

1)Shortened ordering time

Speed of transmission (data arrives in seconds rather than days in postal systems).

A posted order …

print ⌊ **Customer**
envelope ⌊
post room ⌊
{ postal service
} supplier
{ post room
key-into order processing system **Supplier**

… say 7 days between two large organisations

An EDI order …

Customer ⌊EDI transmission⌊**Supplier**

… one day, one hour, as Quick as you like

2) Cutting costs
a)Stationery
b)Postage
c)Staff:
- order entry
- invoice matching
- payment checking

d)the principle saving is staff costs – staff savings can be very significant

3) Accurate invoicing
automatic matching to orders
elimination of queries and delays

4) Accuracy of data (no re-keying of data into a system is required eliminating the human error factor at the receiving end.)

5) Replaces much of the paper handling at both ends.

6) Improved problem resolution and customer service:- EDI can minimize the time companies spend to identify and resolve inter business problems.
EDI can improve customer service by enabling the Quick transfer of business documents and a marked decrease in errors.

7) Expanded customer / supplier base – many large manufacturers and retailers with the necessary things are ordering their suppliers to institute an EDI program.

8) Competitive edge – because EDI makes you attractive to deal with form yours customers point of view and ypu are in their eyes cheaper and more efficient to deal with than a comp editor trading on paper, your costs will be lower

because you will reQuire less manpower to process orders, delivers or payments.

Q. 6 What are EDI standards ?

Ans EDI standards are very broad and general because they have to meet the need of all businesses.

EDI share a common structure:-

1. Transaction set is equivalent to business document, such as purchase order. Each transaction set is made up of data segments.

2. Data segments are logical groups of data elements that together convey information, such as invoice terms, shipping information or purchase order line.

3. Data elements are individual fields, such as purchase order number, Quantity on order, unit price.

The need for EDI standards:-

EDI provides on electronic linkage between two trading partners. To send documents electronically to each other, firms must agree on a specific data format and technical environment.

EDI standards and initiatives:-

National standards:-

1. **ODETTE:-** an EDI format developed for European motor industry. ODETTE stands for organization for data exchange by tele transmission in Europe.

2. **TRADACOMS:-** it is UK national standard, which is developed by ANA (Article number association) in 1982.
   ANSI ASC X12 (American national standards – X12) – X12 is a standard that defines many different types of documents, student loan applications, injury and illness supports and shipment and billing notices.

International standards –

EDIFACT – (Electronic data interchange for administration, commerce and transport) was developed during 1990's with a subset of EANCOM, which is the most widely used dialect of EDIFACT in international retail and distribution sector.

UN/EDIFACT – (United nations/electronic data interchange for administration commerce and transport) is an international set of EDI standards that are published by united nations trade data interchange (UNIDID).

Multiple Choice Questions

1. E-mail messages may be stored on which of the following computers?
   A) Sender's computer
   B) Sender's server
   C) Recipient's server
   D) All of the above

2.What might identity thieves do with your identity?
   A) Apply for and use credit cards
   B) Apply for a loan
   C) Change their identity
   D) All of the above

3. Which of the following is not a common approach to phishing?
   A) Send an official-looking e-mail asking for confidential information
   B) Ask people to fill out and return a fake letter using postal mail
   C) Ask people to click a link in an e-mail to open a submission form on a web page
   D) All of the above are uncommon approaches to phishing

4. A technique used to gain personal information for the purpose of identity theft, often by e-mail, is called?
   A) Phishing
   B) Carding
   C) Brand spoofing
   D) All of the above

5. Phishing is successful in approximately how many cases?
   A) Less than 1 per 100
   B) About 1 in 10
   C) About 1 in 5
   D) About 1 in 2

6. Companies can gather information about employees and potential employees from which of the following places?
   A) Job applications
   B) Credit reports

C) Companies that track Web surfers
D) All of the above

7. Which of the following is a reason company's monitor employee Internet usage during work hours?
   A) Companies may be sued for employee e-mails
   B) To avoid misuse of resources
   C) All of the above
   D) None of the above

8. Cyber slacking consists of what activities?
   A) Visiting "inappropriate" web sites
   B) Visiting news sites
   C) Chatting online with others about non-work topics
   D) All of the above

9. Approximately what percent of web traffic occurs during working hours?
   A) 29 percent
   B) 70 percent
   C) 87 percent
   D) 47 percent

Chapter 7

VAN & EDI implementation

Q.1 What are the steps of EDI Implementation ?

Ans. The following is a generalized list of major points for consideration when undertaking an EDI project:

1. Obtain commitment from all areas of management.

Involvement from all impacted departments is essential. Each department should be included in the analysis, testing and implementation to validate the testing and to ensure that the resulting system meets the objectives.

2. Establish a plan

Develop a work plan that identifies the tasks reQuired and provides initial time estimates. This plan should also provide a direction of what type of documents you wish to trade.

3. Establish a Project team

The team should establish a responsibility list for each identified task. The deliverables from each task should be defined. The team should consist of representatives from all affected areas.

4. Establish EDI Business Contacts

These people are essential when working with other companies to ensure that the business needs are met.

5. Establish EDI Technical Contacts

These people will work in concert with the EDI Business Contacts and your Trading Partners to ensure that the stated process flows as expected.

6. Review Internal Systems and Business Procedures

A through current system analysis should be done. The present process that creates the business documents and the flow of the documents should be recorded. The next step is to determine how EDI should be integrated into existing systems.

7. Conduct a Trading Partner Survey

This survey will provide you with a listing of your potential trading partners:

EDI Experience and knowledge
Network providers (or direct connections using the Internet)
Documents traded or planned
Degree of integration of EDI into their applications.

This point is critical if possible you want to start your EDI program with a trading partner who has as much as experience as possible with EDI, documents that you are sending and have a commitment to continued working with you in the future

8. Decide on EDI Translation Software

Great choice of deciding to go with the experts at SoftCare and our fully featured EDI Management System, Trade Link.

9. Decide on EDI Integration provider

You can utilize your existing I.S. providers to implement EDI or you can use Soft Cares ? Solution team to help in any facet of the implementation of EDI. Our experienced staff has helped in the integration of hundreds of EDI systems.

10. Review data contained in the documents to be exchanged

A review of the data to be transmitted and received is essential to ensure that integration will proceed normally.

11. Decide on a Network Provider

Recently many EDI Hubs (such as Wal*Mart) have insisted on direct EDI communications over the Internet using the AS2 communications protocol. While many of your trading partners will use this protocol, there are many EDI trading hubs that still reQuire a connection using an EDI VAN?s. Suppliers of these VAN services have standard contracts and commercial price lists. The timing of this decision should be made early, as it will influence many of the future decisions that you will make. As there are various services available from Network providers it is important to determine what services are to be purchased. Your SoftCare Solutions group contact can help you with the decision on which network and how to communicate to that network to get your company the best Return on Investment.

12. Code and Test Interface to in-house systems.

The maximum benefit of EDI is derived from integration of information so that information can flow directly in/out of in-house systems without human intervention. TradeLink has many tools such as the TradeLink XMapper to help you with this interface.

13. Implementation of your Translation software

We have already installed TradeLink, in the next few days we will be configuring it to send and receive data to/from your pilot trading partner.

14. Implement and test the network connection with the translation software

This process will test the connection to the network provider or directly using the Internet from the translation software's scripts.

15. Conduct system testing with the "pilot" Vendor

The purpose of this is to verify the sending and receiving of transmissions from your "pilot" vendor. This allows data to be processed to determine if any changes are necessary. Extensive testing should be done prior to implementation. Most companies conduct parallel testing with EDI and paper documents until they are sure that the information received meets their needs.

16. Decide on a production cutover date

Develop a signoff document that includes all the participants in the project.

17. Implementation

It is recommended that you collect data during the first few months to use to access what savings/costs your company is experiencing. This information is useful for your management and future trading partners.

18. Post Implementation Review

Review the results after six months to determine if the planned benefits/costs meet the actual benefits/costs.

Q. 2 What is EDI security?

Ans The types of security controls networks should have are crucial when your organization adopts EDI as you and your trading partners are entrusting some of your most crucial and confidential data to the network.

Securing an EDI system is much like securing any kind of computer network with this difference : EDI extends to more than one company. Not only must organizations make sure their system is secure, but their trading partners must

all do the same.

A full EDI security system should include three levels of security:

(1) Network level security

This level of security basically screens users accessing a particular network. With a set of account/user identification codes coupled with the corresponding passwords, authorized users will be able to log into the network and to perform transactions (that is, sending and receiving of EDI messages) across the network. This level of security ensures that users not registered in the EDI network are not able to gain access to its facilities.

(2) Application level securiy

This level of security is usually controlled by the individual front-end EDI application (or software).

In any given EDI application or software, there might be some data you are not allowed to see, some you can see but not alter, some to which you can add information and some where you can change existing information. Application level security makes use of passwords to admit different catagories of users to the different levels of application to which they can gain access. For example, a clerical staff may only be given authority to key in data in an electronic purchase order but not the authority to send the EDI document to the supplier. A higher level managerial staff may hold a password which allows him to view the data keyed in by the clerical staff, make the necessary corrections and send the document out.

A system administrator is usually appointed to oversee the EDI application to maintain a system that both identifies the data and monitors which password holders shall be given and to decide on the kind of access to the system.

(3) Message level security

Message level security can also be put in place to combat unauthorized disclosure of message content, non-bona fide messages, duplication, loss or replay of messages, deletion of messages and repudiation of message responsibility by its sender or its receiver. To counter these, EDIFACT has in place several methods of message-level security:

(i) Encryption

The idea of data encryption is that data, whether on screen or as ASCII within a computer system, can be totally enciphered by a transmission process, and on receipt by an authorized user can be reconstituted into its original format.

This method of security is used to ensure confidentiality of contents and protects against unauthorized reading, copying or disclosure of message content.

(ii) Message authentication
Message authentication, or a MAC (Message Authentication Code), can be applied to a whole message or only part of a message.

The idea behind the MAC process is to ensure that only authorized senders and receivers correspond and that no one is impersonating another correspondent.

(iii) Message sequence numbers
Message seQuence numbers are used to protect against duplication, addition, deletion, loss or replay of a message.

(iv) Hashing
Hashing is a technique used to protect against modification of data.

Message content integrity can be achieved by the sender including with the message an integrity control value (or known as hash value). The receiver of the message computes the integrity control value of the data actually received using the corresponding algorithms and parameters and compares the result with the value received.

(v) Digital signatures
Digital signatures protects the sender of a message from the receiver's denial of having received the message. The use of digital signatures can also protect the receiver of a message from the sender's denial of having sent the message.

Protection can be achieved by the sender by including a digital signature with the transmitted message. A digital signature is obtained by encrypting, with an asymmetric algorithm. The digital signature can be verified by using the public key which corresponds to the secret key used to create it. This public key may

be included with the interchange agreement signed by the parties.

Protection can be achieved by the receiver sending an acknowledgement which includes a digital signature based on the data in the original message. The acknowledgement takes the form of a service message from the receiver to the sender.

The use of digital signatures provides not only non-repudiation of origin and receipt, but also message content integrity and origin authentication.

Chapter 8

Technical design, high level design and detail design

Q.1 What are engineering steps of web e-process?

Ans. Web E-process is the engineering step. This step is basically the collection of two sub steps: Non-Technical Design, and Technical Design, which are performed in parallel to each other.

Q.2 What is non-technical design?

Ans. The first step performed in this step sequence of engineering activity is the non-technical design. This design activity is performed by the non-technical members of the Web E-team this step also consists of two types:

1) Content Design and Production.

Q.3 What is technical design?

Ans. Second step performed in parallel of non-technical design in the engineering activity is the technical design work which is performed by the technical members of the Web E-team. The technical members of the Web E-team can be Web engine

Q.4 What are technical elements?

Ans

1) Design Principles
2) Golden Rules
3) Design Patterns
4) Templates

Q.5 What are types of architectural design?

Ans

1) Linear structures
2) Grid Structures
3) Hierarchical Structures
4) Networked or Pure Web structures

Q.6 What is linear structure?

Ans. Linear Structures are the structures in which web pages are linearly connected or related to each other. These are associated with each other in a sequence.

1. Simple Linear: - In this web page has single linear sequence.

2. Linear with optical flow: -In such type of structures, a linearly defined sequence is followed but some options are also included at some places.

3. Linear with Diversions: - These types of structures are wore complex ones than the previous ones. In these type of structures, some diversions are also included among the web pages.

Q.7 What is grid structure?

Ans. These are an architectural category that can be applied when web application content can be organized categorically in two. A typographic **grid** is a two-dimensional structure made up of a series of intersecting vertical and horizontal axes used to structure content.

Q.8 What is hierarchical structure?

Ans. It is also known as tree structures. It allows the flow of control horizontally, across vertical branches of the structure.

Q.9 What is networked of pure web structures?

Ans. In such type of structures, architectural components or web pages are designed in a manner so that they may pass control virtually to each other web page in the system.

Q.10 What are design Patterns?

Ans. Designs Patterns are applied at 3 levels: -

a) Architectural b) Component c) hypertext

Architectural & component level design pattern are used for data processing functionality of the applications, whereas the hypertext level design patterns are used for navigation features.

Q. 11 Name the type of design patterns?

Ans 1) Cycle
2) Web ring
3) Contour
4) Mirror world
5) Counterpoint
6) Sieve
7) Neighborhoods.

Q.12 What is detailed design?

Ans. The detailed design is related of O.S.
The aim of detailed design is to furnish a description of a system that achieves the goals of conceptual system design reQuirements. This description consists of drawings, flowcharts, eQuipment & personal specifications, procedures, support tasks, specification of information files and organization and operating manuals reQuired to run the system.

Q.13 What are the three ways to get early feedback on the viability of the system?

Ans. These are: -
1) Modeling
2) Simulation
3) Test-Planning

Q.14 How many steps SDLC have?

Ans. 1) Requirements 2) Design 3) Coding 4) Implementation

Q.15 What is high level design?

Ans. The purpose of HDL is to add the necessary detail to the current project description to represent a suitable model for coding.

Q.16 What is the use of HDL?

Ans 1) It presents all of the design aspects and defines them in detail.
2) Describe the user-interface.

3) Describe the hardware & software interface.
4) Describe the performance reQuirements.
5) Include desin features and architecture.

Multiple Choice Questions

1. Cookies are used to do which of the following?
   A) Store your ID and password for subsequent logons to the site
   B) Store contents of electronic shopping carts
   C) To track web activity
   D) All of the above and more

2 .Unsolicited e-mail is called what?
   A) Junk mail
   B) Spam
   C) Extra mail
   D) None of the above

3. About how much of the e-mail sent in 2003 was spam?
   A) One fourth
   B) One third
   C) One half
   D) Two thirds

4. Which of the following system is used (legally, with a court order) by the FBI and NSA to gather information about suspected criminals?
   A) Carnivore
   B) DCS-1000
   C) Echelon
   D) All of the above

5. What are the principles and standards that guide our behavior toward other people?
   A) Ethics
   B) Intellectual property
   C) Copyright
   D) Fair Use Doctrine

6. What is intangible creative work that is embodied in physical form?
   A) Ethics
   B) Intellectual property
   C) Copyright

D) Fair Use Doctrine

7. What is the legal protection afforded an expression of an idea, such as a song, video game, and some types of proprietary documents?
   A) Ethics
   B) Intellectual property
   C) Copyright
   D) Fair Use Doctrine

8. What is the right to be left alone when you want to be, to have control over your own personal possessions, and not to be observed without your consent?
   A) Fair Use Doctrine
   B) Pirated software
   C) Counterfeit software
   D) Privacy

Chapter 9

Testing, Implementation & Maintenance

Q.1 What is Quality Assurance?

Ans Quality Assurance is the review of software products and related documents completeness, correctness, reliability and maintainability.

Q.2 How the Quality Assurance can be done?

Ans It can be done by:-

1. Testing
2. Verification and Validation.

Q.3 What is testing?

Ans Testing is generally done at two levels- testing of individual modules and Testing of the entire system.
It is always a good practice to test the system at many different levels at various intervals, i.e. sub-systems, program modules as work progresses & finally the system as a whole.

Q.4 What is testing strategies?

Ans There are two types of testing strategies

1. **Code testing**: - It examines the logic of the program.
2. **Specification Testing**: - In this case, analyst examines the program Specification and then detects what the program should do & how it should perform under various conditions.

Q.5 What are the type of test data?

Ans There are two different sources of test data: -

1. **Live Test Data**: - Live test data are those that are actually extracted from organization files. It shows how the system will perform on typical data.

2. **Artificial Data**: - These are used for test purposes. They are to generated to test all combinations of formats and values.

Q.6 What is unit testing?

Ans. It involves the tests carried out on modules/program testing. It focuses on modules to locate errors.

Q.7 What is System Testing?

Ans It is done after, unit testing of a program is done.

It is actually a series of different tests whose primary purpose is to fully exercise the computer based system. Although each test has a different purpose, all work verify that system elements have been properly integrated and perform allocated functions.

It is used to remove errors at software-hardware interface.

Q.8 What is Recovery testing?

Ans. Many computers-based systems must recover from faults and resume processing within a pre-specified time.

Recovery testing is software test that forces the software to fail in varieties of ways and verifies that recovery is properly performed.

Q.9 What is performance time test?

Ans. Performance testing is designed to test the run-time performance of software within the context of an integrated system.

It occurs throughout all steps in the testing process.

It coupled with stress testing & coupled with both hardware and software testing.

It is conducted prior to implementation to determine how long it takes to receive a response to a inQuiry, make a backup copy of file, or send a transmission& receive a response.

Q.10 What is peak load test?

Ans. It is used to determine weather the system will handle the volume of activities that occur when the system is at peak of its processing demand.

Q.11 What is storage testing?

Ans. This test is to be carried out to determine the capacity of the system to store transaction data on a desk or in other files.

Q.12 What is procedure testing?

Ans. This type of testing detects what is not mentioned in the documentation & also errors in them.

Q .13 What is conversion?

Ans. Conversion is the process of changing from information system to the new or modified one.

Q.14 What are the types of conversion?

Ans. There are 4 types of conversion:-

1. Parallel conversion
2. Direct cutover
3. Pilot system
4. Phase-In –Method.

Q.15 What is parallel conversion?

Ans. In this case, old system and new system run at same time. This is most secure method of converting from an old system to a new or modified one.

Q.16 What is direct cut-over?

Ans. It means that on a specified date. The old system is dropped and the new system is put into use.

Q.17 What is pilot system?

Ans. In this method a working version of the system is implemented in one part of the organization. In this, users are piloting a new system and the changes can be made to improve the system.

Q.18 What is Phase-In-Method?

Ans. It is used when it is not possible to install a new system throughout the organization all at once.

Only one phase of the system is implemented at a time. The file conversions, personnel, or arrival of eQuipment may not take place all at once.

Q.19 What is conversion plan?

Ans. This plan should be formulated in consultation with the uses. The conversion plan includes a description of all activities that must occur to implement the new system and put it into operation.

Q.20 What is documentation?

Ans. Documentation or Procedure manuals explain how the system is designed and operates. Access to procedure manuals is necessary for new people learning the system, as well as a reminder to those who use the program infreQuently.

Q.21 What is analysis review?

Ans. This is conducted to examine the functional specifications of the system, which is prepared after the analysis phase of SDLC.

Q.22 What is design review?

Ans. It focuses on design specification for meeting previously identified system requirements.

The information supplied about the design prior to session can be communicated using structured charts, n-s flowcharts screen designs, input formats, output formats, document layouts.

Q.23 What is code review?

Ans. A code review is a structural walkthrough conducted to examine the program code developed in a system along with documentation.

Q.24 What is post-implementation review?

Ans. After the system is implemented and conversion is complete, a review of system is usually conducted by users and analysts alike. It is a formal process to determine how well the system is working, how it has been accepted, and whether adjustments are needed.

Q.25 What is structured walk through and formal technical reviews?

Ans. It is a planned review of a system or its software by persons involved in the

development effort. The purpose is to find areas where improvement can be made in system or development process.

Multiple choice Questions

1. What is the unauthorized use, duplication, distribution or sale of copyrighted software?
   A) Fair Use Doctrine
   B) Pirated software
   C) Counterfeit software
   D) Privacy

2. What is software used to generate ads that installs itself on your computer when you download some other (usually free) program from the Web?
   A) Key logger
   B) Hardware key logger
   C) Cookie
   D) Adware

3. In reference to your ethical structure, the number of people who will be affected by your action is called?
   A) Consequences
   B) Reach of result
   C) Relatedness
   D) None of the above

4 .In reference to your ethical structure, how much or how little benefit or harm will come from a particular decision called?
   A) Consequences
   B) Reach of result
   C) Relatedness
   D) None of the above

5. It's illegal to copy copyrighted software, except if you are:
   A) Giving the copy to a relative
   B) Giving the copy to a Professor
   C) Making a single backup copy for yourself
   D) None of the above

6. What is software you don't want hidden inside software you do want?
   A) Adware
   B) Trojan-horse software
   C) Spyware
   D) All of the above

109. What is software that comes hidden in free downloadable software and tracks your online movements, mines the information stored on your computer, or uses your computer's CPU and storage for some task you know nothing about?
   A) Spyware
   B) Sneak ware
   C) Stealth ware
   D) All of the above

110. What records information about you during a Web surfing session such as what Web sites you visited, how long you were there, what ads you looked at, and what you bought?
   A) Web log
   B) Click stream
   C) Anonymous Web browsing service
   D) None of the above

Glossary

A

Acquirer Financial institution that maintains the merchant card processing services and receives transactions to be distributed to the card issuers for a merchant.

Address Verification System (AVS) Process used by a credit card processor or other party to verify that a customer's billing address matches that of their credit card statement.

Affiliate A person, organization, or establishment that drives traffic to a merchant's web site for a percentage of successful sales transactions.

Affiliate Program A popular website promotion tool where a website contracts with other websites for driving visitor to its site. The revenue is calculated according to the traffic brought by a particular website.

Apache An open source web server that runs on most commonly used platforms.

Application Service Provider (ASP) A business that provides remote access to a software application over the internet.

Asymmetric (or "Public Key") Cryptography A cryptography technique whereby each user has both a public key and a private key. Asymmetric systems have two primary uses, encryption and digital signatures.

Authorization The process of verifying that a credit card has sufficient funds available to cover the amount of transaction. The amount authorized is reserved against the available balance of a customer's credit card.

B

Bandwidth Bandwidth refers to how fast data flows through the path that it travels to your computer; it's usually measured in kilobits, megabits or gigabits per second.

Batch Processing To process a grouping of orders all at once. Such processing might include capturing funds and creating shipping labels.

Business to Business E-Commerce (B2B) The buying and selling of goods and services over the Internet between two businesses. A b2b system is password protected to ensure sensitive price information is not made available to the public. A distributor might use a B2B e-commerce system to purchase goods from a manufacturer.
Business to Consumer E-Commerce (B2C) The buying and selling of goods and services over the Internet between a merchant and a consumer.

C
Card Verification Value (CVV) A three-digit number printed in the signature space on the back of most credit cards, such as Visa, MasterCard, and Discover cards. On American Express Cards it is a four digit code. The CVV is designed to reduce credit card fraud by ensuring that the customer has the credit card in their possession.

Compilation The process of creating an executable program from source code.
Control Panel A graphical user interface that is provided by a web hosting company to allow a user to perform functions such as FTP, email administration, password changing and database administration.

Cookies Information that a website puts on your hard disk storing information about you. Typically, cookies record your preferences when using a particular site. This allows the website to be tailored to your specific requirements, and may also allow the site operators to target you with direct marketing according to your interests.

D
Digital Certificate An electronic document verifying the ownership of a public key. This is designed to help prevent people impersonating others.

Digital Signature A verification process that relies on cryptography. It allows the recipient to know the sender's identity and that there have been no alterations to the message during transit.

Directory Topical lists of Internet resources, arranged hierarchically. Directories are meant to be browsed, but they can also be searched. Directories differ from search

engines in one major way - the human element involved in collecting and updating the information. Examples of directories are Yahoo! & Open Directory.

Domain Name The unique name given to every website. It is used to physically locate a website over the Internet. A domain name consists of three different parts with each separated by a dot. These are host server name, the unique name of the website and the third defining the purpose/type of the website.

Domain Name Registrar A company authorized to receive domain name registration requests, approve registrations and initiate propagation of registration information throughout the Internet.

Domain Name System (DNS) An Internet service that translates domain names in IP addresses. Used to resolve domain names to specific host computers.

Download To transfer files from a server or host computer to one's own computer.

Drop-ship A scenario by which a customer places an order with via a retailer only to have the purchased goods sent directly from another location.

E

E-Commerce The buying and selling of goods and services over the Internet.

Encryption The manipulation of data to prevent accurate interpretation by all but those for whom the data is intended.

F

File Transfer Protocol (FTP) A globally accepted set of rules used while transferring files from one computer to another computer of a network or Internet.

Firewall A system configured to control access to or from a network. Firewalls can be implemented in both hardware and software or a combination of both. A firewall examines each network packet to determine whether to forward it toward its destination.

Fulfillment To carry out the processing of an order including picking, packing, and shipping of product.

G

Gateway or Payment Gateway A business or software that enables e-commerce systems to communicate with a merchant's Merchant Account Provider to enable online credit card processing.

GNU GNU stands for "GNU's not Unix," and refers generally to software distributed under the GNU Public License (GPL).

GPL GNU Public License - A license applied to a program to specify it can be distributed and modified to/by anyone, but if a modified version is distributed, the source must be distributed too.

H

Hyperlink A word or image on one website that leads to another website when "clicked".

HTML (Hypertext Markup Language) A set of markup symbols or codes inserted in a file intended for display on a World Wide Web browser page.

HTTP (Hypertext Transfer Protocol) The protocol that is used to transfer and display hypertext documents.

I

ICANN Formed in October 1998, the Internet Corporation for Assigned Names and Numbers is a non-profit corporation with responsibility for management of the Internet domain name system. ICANN is comprised of a broad coalition of the Internet's business, technical, and academic communities both in the US and worldwide.

Inventory The quantity of goods and materials on hand waiting to be sold.

Invoice A detailed list of goods shipped with a detailed account of all costs including product prices, shipping cost, and sales tax.

IP Address An identifier for a computer on the Internet. The format of an IP address is a 32-bit numeric address written as four numbers separated by periods. Each

number can be zero to 255. For example, 100.160.102.5 could be an IP address. A web hosting server may have one or many IP addresses.

K

Key A mathematical value that determines the outcome of the encryption and decryption functions.

Keyword Tag An HTML Meta tag used to help define the important keywords of a page.

L

Linux An open-source operating system derived from the Unix operating system. It is used most commonly to run servers.

M

Merchant Account An online bank account required by a store to receive payments through electronic mediums like credit cards. It can be considered as a virtual bank account that receives electronic money.

Merchant Account Provider A bank or other institution that provides accounts to merchants wishing to process online credit card transactions.

Meta tag A device that allows website to list related "keywords" which will be used by search engines when executing a search. They can also be used by the unscrupulous to imbed keywords 'behind' their website so that, when someone searches for these words, they find unrelated information.

MySQL An open source relational database management system that uses Structured Query Language (SQL).

O

Open Source A program in which the source code is available to the general public for use and/or modification from its original design free of charge.

Order Confirmation An email to a customer confirming the placement of an order.

Orders Management System Software that enables online merchants to process, track, and organize orders.

P

Packing Slip A document usually included with a package, that displays the contents of the package. A packing slip does not include financial or account information.

Pay Per Click Marketing A form of advertising by which the marketer pays an organization every time his advertisement is clicked.

PHP A widely-used general-purpose scripting language that is especially well-suited for Web development and can be embedded into HTML.

Portal A portal is a website with links to other sites. General portals often include search engines (such as Yahoo or Excite) and there are also niche portals which cater to specific interests.

Privacy Policy A document that explains a merchant's policy regarding its customer's information.

Private Key A key for both encryption and decryption. It exists with a public key, but is kept secret by the owner.

Proxy Server Server that caches Web content in order to provide quicker access for users, when new requests are made for the same content.

Public Key A key for both encryption and decryption that is made available to the public. It has a mathematical relationship to the private key which means that information encrypted with one key can only be decrypted with the other.

Purchase Order (PO) A commercial document used to request someone to supply something in return for payment and providing specifications and quantities. A purchase order usually has an associated purchase order number used to identify the purchase order.

Q

Query A Request for Information to either a database application or search engine.
Referrer The URL or site address from which a site visitor came from.

R
Return Policy A document that explains a merchant's policy regarding the return of products by customers.

S
Scripting Language A programming language in which programs is a series of commands that are interpreted and then executed one by one. The programs do not need to be compiled.

Search Engine Optimization The process of increasing a web sites ranking in the search engine results pages. Search Engine Optimization includes modifying on page factors (content) and off page factors such as linking strategies.

Secure Servers Web servers that use encryption technology to prevent non-authorized users from intercepting and reading sensitive messages sent via the Internet. A secure page is identified by https: in the URL.

Secure Socket Layer (SSL) A protocol used to transmit documents over the internet in an encrypted format. An SSL connection will use the https protocol where as typical web pages are transmitted via an http protocol.

Security Certificate Information stored on a web server that is used by the SSL protocol to establish a secure connection with another computer. Security Certificates contain information regarding ownership, issuer, a unique serial number or other unique identification, and valid dates.

Server A central or host computer that provides access to data and services to more than one user at once.

Shipping Carrier A company used to transport packages. Common carriers include Canada Post, FedEx, DHL, UPS and USPS.

Spider A program used to fetch files from the internet for the purpose of indexing in search engines. Also called a web crawler, robot or bot, a spider follows links on web pages to find additional pages to index.

SQL Structured Query Language, used for accessing and modifying data in a database. There are numerous variations of the language. In web development, it is commonly used with a scripting language such as PHP.

Stock-keeping Unit (SKU) A unique identifier of a product. The SKU is used to track inventory and may or may not be shown to customers when shopping online.
Subtotal The net amount of an order. The cumulative price of an order's products. The subtotal excludes discounts, sales tax, and shipping charges.

T
Title Tag HTML tag used to define the title of a page. The title is displayed at the top of a Web browser and also used by many search engines as the title of a search result listing.

TLD Top Level Domain such as .org or .com.

U
Upload To transfer files from one's own computer to a server or host computer.

Uniform Resource Locator (URL) An address of a file located on the internet. A URL is composed of three parts 1) A protocol 2) A domain name and 3) a file name.

Unix An operating system developed in the 1960's that still leads the industry as the most common operating system for web servers.

User Session Each time a site visitor with a unique IP address enters a Web site during a specified period of time; usually 20-30 minutes, is counted as one user session. If the visitor exits the site and reenters within the specified period of time, it does not count as another user session.

W

W3C World Wide Web Consortium. An international industry consortium which develops common protocols that promote WWW evolution and ensure its interoperability. Standards that have been defined by the W3C include HTML, CSS and XML.

Whois An online service that provides publicly accessible information on the registered owner of a particular second-level ".com", ".net", and ".org" domain name.
Web Analytics The study of user activity on a web site or web application to understand how well it fulfills its objectives.

Web Host A business that provides web hosting services.

Web Hosting A term used for storing and maintaining files, email or domains on a server that is connected with Internet.

Web Server A server on the Internet that hosts websites.

Website Traffic The number of times a website is viewed by a unique visitor within a stipulated time.

X
XML A language which provides more efficient data delivery over the web. XML is similar to HTML and both are used to describe the contents of a Web page or file.

Case Study

How Stuff Works e Commerce Site

How Stuff Works is a media and e-learning company that presents material explaining how various devices work. It originally started as a personal Web site that provided free information, grew to become very popular, received venture capital and became incorporated. The business makes money through selling advertising and product sales.
Questions you may have include:

- How did the site get popular?
- How did the business get started?
- How do they make money?

This lesson will answer those questions.

Popular site
The How Stuff Works Web site is among the top 500 sites in the United States. It became popular through appealing content, word-of-mouth advertising and good media coverage.

Started as labor of love
Marshall Brain created the How Stuff Works Web site by doing something he was interested in.
Brain has a BS degree in electrical engineering, a Masters degree in computer science. He had been president of a software development firm and had written 10 books. At the time he started this Web site, he was teaching computer science at North Carolina State University.
Since he was always fascinated in how things work and seeking to provide materials to teenagers with similar interests, he put together a Web site of articles explaining the operation of various devices in January 1998. He published an email newsletter, and by June 1998, 700 people had subscribed.

Media coverage
By the summer of 1999, the How Stuff Works site started to get some media attention. This may have been as a result of press releases, a local newspaper

covering things in the area or an article on new sites on the Internet. It is not certain how the media attention was generated for this site.

Increasing rapidly

By December 1998 the site was getting over 94,000 visitors a month. Its popularity was increasing at a great rate due to the publicity, as well as the word-of-mouth referrals. Certainly, the site was a well-done product that fulfilled the need or interest of the viewers.

Business plan

Brain and Fregenal created a business plan, describing what they hope to accomplish and their financial model, which showed how they will make and spend money. It also contained predictions of the number of visitors the site expected each month.

Their plan to gain revenue was from:

1. Ads and sponsorships
2. Sales of products, including How Stuff Works branded products

Purchases and hiring

With this money, they purchased equipment, rented space, formed a management team, hired 35 employees, launched an advertising campaign and started various projects.

They also have a Board of Directors of executives who meet monthly to discuss the progress of the company.

Because of the increased Internet traffic to the site, the company purchased their own servers and other necessary equipment to keep the site running smoothly.

Making money

How Stuff Works Inc. has a number of revenue-making ventures.

Books

They have How Stuff Works books, with two books for sale, published by Hungry Minds (publisher of the Dummies series of books).

TV and radio clips

The company is also selling one-minute video clips of Marshall Brain explaining how things work to TV stations. Marshall Brain also has syndicated one-minute radio vignettes that they sell through Cox Radio Syndication. Both of these features also advertise the site.

Business site

They has a business spin-off called HowBizWorks.com, as well as one aimed at fitness.

Newspaper articles

Finally, they syndicate articles to newspapers, magazines and Web sites, including The Los Angeles Times, USA Today Online, and Plant Engineering.

Summary

How Stuff Works started as a labor of love by Marshall Brain. Since it apparently filled a need or satisfied an interest, it became very popular. Good media coverage certainly helped spread the word. Brain formed a company and then received venture capital to turn the enterprise into a working corporation. The business is selling numerous items under the How Stuff Works brand.

BACHELOR OF COMPUTER APPLICATIONS
(Part III) EXAMINATION
(Faculty of Science)
(Three – Year Scheme of 10+2+3 Pattern)
PAPER 319
E-Commerce
OBJECTIVE PART- I

Year - 2011

Time allowed : One Hour *Maximum Marks : 20*

The question paper contains 40 multiple choice questions with four choices and students will have to pick the correct one. (Each carrying ½ marks.).

1. The EDI is:
   (a) 50% Business and 50% Technology
   (b) 90% Business and 10% Technology
   (c) 10% Business and 90% Technology
   (d) 30% Business and 70% Technology ( )

2. Which is
   (a) Search (b) After sales services
   (c) Negotiate (d) Order ( )

3. The principal function of an .....is to facilitate the search for required product or services:
   (a) Electronic Market
   (b) EDI
   (c) Internet
   (d) None of the above ( )

4. What is a UPC is EDI standards?

(a) Uninterrupted Product channel (b) Uninterrupted Product Code
(c) Uninterrupted Price Code (d) Universal Product Code ( )

5. The execution in credit transaction trade cycle involves:
(a) Search (b) Negotiation
(c) Delivery (d) Payment ( )

6. The full form of EDIFACT is:
(a) Electronic Data Interchange of Administration Commerce and Transport
(b) Electronic Data Interchange for Administration Communication and Transport
(c) Electronic Data Interchange for Acknowledgement Commerce and Transport
(d) Electronic Data Interchange for Administration, Commerce and Trade ( )

7. ICT stands for:
(a) International Commerce Technology
(b) Information Communication Technology
(c) Information Control Technology
(d) International Control Technology ( )

8. Which of the following is not a part of the porter's model?
(a) Threat of new extrants
(b) Poor quality
(c) Threat of substitution
(d) Bargaining power of buyer ( )

9. EPOS stands for:
(a) Electronic Point of Supply
(b) Electronic Point of Savings
(c) Electrical Point of Sales
(d) Electronic Point of sales ( )

10. Which of the following fact finding technologies is most useful in collecting quantitative data?
(a) Interviews (b) Record inspection
(c) Questionnaire (d) Observation ( )

11. One of the tangible benefit of EDI is:
(a) Accurate Invoicing
(b) Cash flow
(c) Reduced Stock Holding

(d) Customer Lock in ( )

12. Limitation of E-commerce is:
(a) Security issues (b) System scalability
(c) Fulfilment problem (d) All of the above ( )

13. ASPs stands for:
(a) Application Service Providers
(b) Automated Service Provides
(c) Advance Service Providers
(d) Advance Service Products ( )

14. Airline booking systems are an example of an:
(a) Internet Commerce
(b) Electronic Data Interchange
(c) Electronic Markets
(d) Internet Exchange ( )

15. .....is the last stage of the credit trade cycle.
(a) Settlement (b) Execution
(c) Pre-sale (d) After-sale ( )

16. As per middle Porter's value chain model, the activities are:
(a) Primary
(b) Support
(c) Primary and support
(d) None of the above ( )

17. .....means connecting critical business systems and Constituencies directly via the internet extranets and intranet.
(a) E-commerce (b) E-business
(c) E-transaction (d) E-shop ( )

18. An online multimedia simulation of of a retail store shopping experiences on the web is:
(a) Virtual (b) Virtual Store front
(c) Virtual mall (d) Virtual terminals ( )

19. .....is a process which allows a consumer to perform banking functions online.
(a) Home Banking

(b) International Banking
(c) Online Banking
(d) Personal Banking ( )

20. .....is online sales of retail style goods.
(a) E-Bay (b) E-trading
(c) Electronic Fund Transfer (d) Electronic mail ( )

21. The use of EDI as a .....and.....way of doing business.
(a) Nationally Proprietary (b) Nationally, Non-proprietary
(c) Universal, Non-Proprietary (d) Universal, Proprietary ( )

22. E-CRM architecture includes the following:
(a) Call Centres
(b) E-Mail Management System
(c) Both (a) and (b)
(d) None of the above ( )

23. Benefits of Intranet are:
(a) Low Maintenance Cost
(b) Information Abundant
(c) Reliability
(d) All of the above ( )

24. PIN stands for:
(a) Portal Index Number (b) Personal Index Number
(c) Personal Identification Number (d) Postal Identification Numbers( )

25. Cash flow reduce stockholding and customer looking are the advantages of:
(a) E-market (b) EDI
(c) Internet Commerce (d) E-business ( )

26. When was the Porter's value chain model introduced?
(a) 1984 (b) 1985
(c) 1994 (d) 1995 ( )

27. E-commerce implementation includes;
(a) Technical implementation
(b) High-Level implementation
(c) Business implementation

(d) Both (a) and (b) ( )

28. Which comes last in SDLS ?
(a) Feasibility study
(b) Design
(c) Implementation
(d) Testing ( )

29. The EDI is:
(a) 50% Business and 50% Technology
(b) 90% Business and 10% Technology
(c) 10% Business and 90% Technology
(d) 30% Business and 70% Technology ( )

30. What is asset management in inter-organizational e-commerce?
(a) Maintaining assets of an organization
(b) Reducing Cost for customers
(c) Maintaining database for customers
(d) None of the above ( )

31. The web of trade relationship is referred to:
(a) Trade Chain
(b) Supply chain
(c) Both (a) and (b)
(d) None of the above ( )

32. Post Box/Mail Box system is also known as:
(a) E-market System
(b) Internet System
(c) Store and Forward System
(d) None of the above ( )

33. Benefits of a e - commerce are:
(a) Knowledge Market (b) System Scalability
(c) System and Data Integrity (d) All of the above ( )

34. CRM stands for:
(a) Customer Relationship Management
(b) Computer Relationship Management
(c) Computer Relationship Market

(d) Customer Relationship Market ( )

35. ATM P in consists of:
(a) 4 letters
(b) 4 digits
(c) 2 letters and 2 digits
(d) 1 letter and 3 digits ( )

36. URL stands for:
(a) Uniform Resources Location
(b) Uniform Retail Locator
(c) Universal Resources Locator
(d) Uniform Resources Locator ( )

37. ISP stands for:
(a) Internet Service Protocol
(b) Internet Service Providers
(c) Integrated Service Providers
(d) Intelligent Service Providers ( )

38. .....is used to verify the origin and contents of the message:
(a) Encryption (b) Digital Signatures
(c) Authentication (d) E-verification ( )

39. Basic strategies for competitive advantage as per Porter's models are:
(a) Cost Leadership Differentiation
(b) Differentiation, Focus
(c) Focus, Cost Leadership
(d) Cost Leadership, Differentiation, Focus ( )

40. .int stands for:
(a) International
(b) International Organization
(c) Inter-network
(d) Intranet ( )

Answer Key

1. (d)	2. (b)	3. (a)	4. (d)	5. (c)	6. (d)	7. (b)	8. (b)	9. (d)	10. (c)
11. (c)	12. (d)	13. (a)	14. (a)	15. (d)	16. (c)	17. (b)	18. (c)	19. (c)	20. (b)
21. (d)	22. (c)	23. (d)	24. (c)	25. (c)	26. (b)	27. (d)	28. (c)	29. (d)	30. (a)
31. (a)	32. (c)	33. (d)	34. (a)	35. (b)	36. (c)	37. (b)	38. (b)	39. (d)	40. (b)

DESCRIPTIVE PART-II

Year- 2010

Time allowed : 2 Hours ***Maximum Marks : 30***

Attempt any four descriptive types of questions out of the six. All questions carry 7½ marks each.

Q.1 "E-commerce has given birth to interactive marketing,". What are your comments on this? Make a comparison of the advantages vis-a-vis disadvantages of E-commerce. Could the disadvantages be overcome?

Q.2 (a) Define EDI and describe the various elements of EDI.

(b) What are EDIFACT standards ? Explain?

Q.3 What are the goals, functions and strategies of supply chain management? Explain.

Q.4 Describe the E-commerce strategy formulation.

Q.5 (a) Explain various steps used in designing a website.

(b) How can we manage the website contents, traffic and up gradation of our site?

Q.6 Explain in brief (any two):

(a) E-commerce Trade Cycle

(b) B2B Vs B2C.

(c) EDI Security.

BACHELOR OF COMPUTER APPLICATIONS
(Part III) EXAMINATION
(Faculty of Science)
(Three – Year Scheme of 10+2+3 Pattern)
PAPER 319
E-Commerce
OBJECTIVE PART- I

Year - 2010

Time allowed : One Hour ***Maximum Marks : 20***

The question paper contains 40 multiple choice questions with four choices and students will have to pick the correct one. (Each carrying ½ marks.).

1. Electronics Commerce includes:
   (a) Electronic trading of goods (b) Electronic trading of services
   (c) Electronic financial transaction (d) All of the above ( )

2. In electronic market trade cycle which phase comes after delivery?
   (a) Search (b) After sales services
   (c) Negotiate (d) Order ( )

3. The principal function of an .....is to facilitate the search for required product or services:
   (a) Electronic Market
   (b) EDI
   (c) Internet
   (d) None of the above ( )

4. What is a UPC is EDI standards?
   (a) Uninterrupted Product channel (b) Uninterrupted Product Code

(c) Uninterrupted Price Code (d) Universal Product Code ( )

5. The execution in credit transaction trade cycle involves:
   (a) Search (b) Negotiation
   (c) Delivery (d) Payment ( )

6. The full form of EDIFACT is:
   (a) Electronic Data Interchange of Administration Commerce and Transport
   (b) Electronic Data Interchange for Administration Communication and Transport
   (c) Electronic Data Interchange for Acknowledgement Commerce and Transport
   (d) Electronic Data Interchange for Administration, Commerce and Trade ( )

7. ICT stands for:
   (a) International Commerce Technology
   (b) Information Communication Technology
   (c) Information Control Technology
   (d) International Control Technology ( )

8. Which of the following is not a part of the porter's model?
   (a) Threat of new extrants
   (b) Poor quality
   (c) Threat of substitution
   (d) Bargaining power of buyer ( )

9. EPOS stands for:
   (a) Electronic Point of Supply
   (b) Electronic Point of Savings
   (c) Electrical Point of Sales
   (d) Electronic Point of sales ( )

10. Which of the following fact finding technologies is most useful in collecting quantitative data?
    (a) Interviews (b) Record inspection
    (c) Questionnaire (d) Observation ( )

11. One of the tangible benefit of EDI is:
    (a) Accurate Invoicing
    (b) Cash flow
    (c) Reduced Stock Holding
    (d) Customer Lock in ( )

12. Limitation of E-commerce is:
(a) Security issues (b) System scalability
(c) Fulfilment problem (d) All of the above ( )

13. ASPs stands for:
(a) Application Service Providers
(b) Automated Service Provides
(c) Advance Service Providers
(d) Advance Service Products ( )

14. Airline booking systems are an example of an:
(a) Internet Commerce
(b) Electronic Data Interchange
(c) Electronic Markets
(d) Internet Exchange ( )

15. .....is the last stage of the credit trade cycle.
(a) Settlement (b) Execution
(c) Pre-sale (d) After-sale ( )

16. As per middle Porter's value chain model, the activities are:
(a) Primary
(b) Support
(c) Primary and support
(d) None of the above ( )

17. .....means connecting critical business systems and Constituencies directly via the internet extranets and intranet.
(a) E-commerce (b) E-business
(c) E-transaction (d) E-shop ( )

18. An online multimedia simulation of of a retail store shopping experiences on the web is:
(a) Virtual (b) Virtual Store front
(c) Virtual mall (d) Virtual terminals ( )

19. .....is a process which allows a consumer to perform banking functions online.
(a) Home Banking
(b) International Banking

(c) Online Banking
(d) Personal Banking ( )

20. .....is online sales of retail style goods.
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(b) High-Level implementation
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    (a) 4 letters
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    (c) Universal Resources Locator
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    (a) Cost Leadership Differentiation
    (b) Differentiation, Focus
    (c) Focus, Cost Leadership
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40. .int stands for:
    (a) International
    (b) International Organization
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Answer Key

1. (d)	2. (b)	3. (a)	4. (d)	5. (c)	6. (d)	7. (b)	8. (b)	9. (d)	10. (c)
11. (c)	12. (d)	13. (a)	14. (a)	15. (d)	16. (c)	17. (b)	18. (c)	19. (c)	20. (b)
21. (d)	22. (c)	23. (d)	24. (c)	25. (c)	26. (b)	27. (d)	28. (c)	29. (d)	30. (a)
31. (a)	32. (c)	33. (d)	34. (a)	35. (b)	36. (c)	37. (b)	38. (b)	39. (d)	40. (b)

DESCRIPTIVE PART-II

Year- 2010

Time allowed : 2 Hours ***Maximum Marks : 30***

Attempt any four descriptive types of questions out of the six. All questions carry 7½ marks each.

Q.1 "E-commerce has given birth to interactive marketing,". What are your comments on this? Make a comparison of the advantages vis-a-vis disadvantages of E-commerce. Could the disadvantages be overcome?

Q.2 (a) Define EDI and describe the various elements of EDI.

(b) What are EDIFACT standards ? Explain?

Q.3 What are the goals, functions and strategies of supply chain management? Explain.

Q.4 Describe the E-commerce strategy formulation.

Q.5 (a) Explain various steps used in designing a website.

(b) How can we manage the website contents, traffic and up gradation of our site?

Q.6 Explain in brief (any two):

(a) E-commerce Trade Cycle

(b) B2B Vs B2C.

(c) EDI Security.

OBJECTIVE PART- I

Year - 2009

Time allowed : One Hour *Maximum Marks : 20*

The question paper contains 40 multiple choice questions with four choices and student will have to pick the correct one. (Each carrying ½ marks.).

1. EDI stands for.....
   (a) Electronic data interchange
   (b) Electric device interchange
   (c) Electronic device integrity
   (d) Electric data information ( )

2. Intercompany e-commerce with no intermediary results in:
   (a) Lower purchase and lower storage cost
   (b) Shorter time to market and open for new market
   (c) Better customer service
   (d) All of the above ( )

3. ATM stands for.....
   (a) Automatic time machine
   (b) Auto time machine
   (c) Automatic teller master
   (d) None of the above ( )

4. What is the sequence of EDI maturity model?
   (a) Discovery → Integration → Operational → Introductory → Innovative → Strategic
   (b) Discovery → Introductory → Integration → Operational → Strategic → Innovative
   (c) Introductory → Discovery → Integration → Operational → Strategic → Innovative

(d) Introductory → Discovery → Operational → Strategic → Integration → Innovative ( )

5. EDI is.....business and .....technology.
   (a) 80%, 20% (b) 90%, 10%
   (c) 10%, 90% (d) 20%, 80% ( )

6. ISP stands for:
   (a) Internet Service Providers
   (b) International Service Providers
   (c) Internal Service Providers
   (d) Independent Services Providers ( )

7. The generic trade cycle has.....categories.
   (a) One (b) Two
   (c) Three (d) Four ( )

8. Which component comes under the main stream of E-commerce ?
   (a) E-market
   (b) EDI
   (c) Internet Commerce
   (d) All of the above ( )

9. EPOS stands for:
   (a) Electronic point of sales
   (b) Electronic point of supply
   (c) Electronic position of sales
   (d) Electronic point of saving ( )

10. The web of trade relationship is referred to as:
    (a) Trade chain
    (b) Supply chain
    (c) Both (a) and (b)
    (d) None of the above ( )

11. The standard of EDI is EDIFACT based on :
    (a) TRADECOMS
    (b) ANSI X 12
    (c) ODETTE
    (d) BACS ( )

12. When was the Porter's value chain model introduced?
(a) 1984 (b) 1985
(c) 1994 (d) 1995 ( )

13. .....has application for both business and business to consumer transactions.
(a) Internet Commerce
(b) Electronic Data Interchange
(c) Electronic Markets
(d) Internet Exchange ( )

14. ICT stands for:
(a) Internet Communication Technologies
(b) Information and Connecting Technology
(c) Internet and Connecting Technologies
(d) Information and Communication Technologies ( )

15. IDEA stands for:
(a) International Data Exchange Association
(b) International Data Electronic Association
(c) International Data Exchange Academy
(d) None of the above ( )

16. E-commerce implementing includes:
(a) Technical implementation
(b) High level implementation
(c) Business implementation
(d) Both (a) and (c) ( )

17. Airline booking system are an example for an:
(a) Internet Commerce
(b) Electronic Data Interchange
(c) Electronic Markets
(d) Internet Exchange ( )

18. Post Box/Mail Box system is also known as:
(a) E-market system
(b) Internet system
(c) Store and forward system

(d) None of the above ( )

19. Cash flow reduces stockholding and customer looking the advantage of:
(a) E-market (b) EDI
(c) Internet commerce (d) E-business ( )

20. VADS stands for:
(a) Value Additional Data Services
(b) Value Added Digital Service
(c) Value Added Data Service
(d) Value Added Data Setup ( )

21. .....is the last stage of the credit trade cycle:
(a) Settlement (b) Execution
(c) Pre-Sale (d) After Sale ( )

22. .....use to verify the origin and contents of the message:
(a) Encryption (b) Digital signatures
(c) Authentication (d) E-verification ( )

23. Pre-sale in trade cycle consists of:
(a) After sales
(b) Payment and invoice
(c) Order and delivery
(d) Search and negotiable ( )

24. EDI is defined by:
(a) EDI network (b) EDI standards
(c) EDI software (d) All of the above ( )

25. E-commerce can:
(a) Increase stockholding
(b) Reduce the administration cost of trading
(c) Increase the efficiency of supply chain
(d) All of the above ( )

26. Generic trade cycles are:
(a) Repeat, credit, cash (b) Non-repeat, credit, cash
(c) Repeat, none credit, cash (d) Repeat, credit, none-cash ( )

27. Benefits of intranet are:
(a) Low Maintenance Cost
(b) Information abundant
(c) Reliability
(d) All of the above ( )

28. .....means connecting critical business system and constituencies directly via the internet, via the internet, extranet and intranet.
(a) E-commerce
(b) E-business
(c) E-transaction
(d) E-shop ( )

29. An online multimedia simulation of retail store shopping experiences on the web is:
(a) Virtual
(b) Virtual Store Front
(c) Virtual Mall
(d) Super Virtual terminals ( )

30. .....is a process which allows a consumer to perform banking function online.
(a) Home banking
(b) International Banking
(c) Online Banking
(d) Personnel Banking ( )

31. PIN stands for:
(a) Postal Index Number
(b) Personal Index Number
(c) Personnel Identification Number
(d) Postal Identification Number ( )

32. CRM stands for:
(a) Computer Relationship Management
(b) Customer Relationship Management
(c) Computer Relation Market
(d) None of the above ( )

33. Mailbox includes;
(a) Incoming messages
(b) Outgoing messages

(c) Both (a) and (b)
(d) None of the above ( )

34. E-CRM architecture includes the following:
(a) Call centres
(b) E-mail management system
(c) Both (a) and (b)
(d) None of the above ( )

35. Principal Advantage of store and forward system is:
(a) Time independence (b) Protocol independence
(c) Both (a) and (b) (d) None of the above ( )

36. Gathering web data includes.....
(a) log files
(b) forms
(c) cookies
(d) All of the above ( )

37. B2G refers:
(a) Bonds to Government
(b) Business to Gulf
(c) Business to Government
(d) Bonds of Gulf ( )

38. .....is online sales of retail style goods:
(a) E-bay
(b) E-tailing
(c) Electronic Fund Transfer
(d) Electronic Mail ( )

39. URL stands for:
(a) Uniform Resources Location
(b) Uniform Resource Locator
(c) Universal Resources Location
(d) Universal Resources Locator ( )

40. The two principle advantage of post mailbox system are:
(a) Privacy, Security
(b) Reliability, Privacy
(c) Security, Time Independence
(d) Time Independence, Protocol Independence ( )

Answer Key

1. (a)	2. (d)	3. (d)	4. (b)	5. (d)	6. (a)	7. (c)	8. (d)	9. (a)	10. (c)
11. (c)	12. (b)	13. (a)	14. (d)	15. (a)	16. (d)	17. (c)	18. (c)	19. (b)	20. (c)
21. (d)	22. (b)	23. (d)	24. (d)	25. (d)	26. (a)	27. (d)	28. (a)	29. (c)	30. (c)
31. (c)	32. (b)	33. (c)	34. (c)	35. (c)	36. (d)	37. (c)	38. (a)	39. (d)	40. (d)

DESCRIPTIVE PART - II

Year 2009

Time allowed : 2 Hours ***Maximum Marks : 30***

Attempt any four questions out of the six. All questions carry 7½ marks each.

Q.1 Define electronic commerce and explain its advantages and limitations.

Q.2 Write short notes on the following:

(a) Porter's value chain model and supply chains.

(b) Strategic implications of I.T. technology and business environment.

Q.3 Describe the EDI architecture. Explain the relationship between EDI and E-mail. Also make distinction between the two.

Q.4 What is the need of carrying out tests on E-commerce? How will we apply verification and validation?

Q.5 Define on-line banking. Describe in details the concept of on-line internet banking.

Q.6 Write short note on any two of the following:

(a) Implementation of E-commerce strategy
(b) Client-server model of E-commerce.
(c) Competitive advantages of E-commerce
(d) EDI security.

OBJECTIVE PART- I

Year - 2008

Time allowed : One Hour *Maximum Marks : 20*

The question paper contains 40 multiple choice questions with four choices and student will have to pick the correct one. (Each carrying ½ marks.).

1. Which is not a part of EDI Trade Exchange:
   (a) Cash Payment
   (b) Order
   (c) Delivery note
   (d) Invoice ( )

2. The EDI is:
   (a) 50% Business and 505 Technology
   (b) 90% Business and 10% Technology
   (c) 10% Business and 90% Technology
   (d) 30% Business and 70% Technology ( )

3. Which of the following is an indirect advantage of EDI:
   (a) Shortened Ordering Time
   (b) Cost Cutting
   (c) Reduced Stock Holding
   (d) Fast Response ( )

4. Which begins the SDLS :
   (a) Implementation
   (b) Testing
   (c) DFDs
   (d) Feasibility study ( )

5. Which comes last of SDLC:
   (a) Feasibility study
   (b) Design
   (c) Implementation

(d) Testing ( )

6. The life span of SDLC of a steel factory is:
   (a) 5-10 Years
   (b) 5-10 Months
   (c) 5-10 Weeks
   (d) 5-10 Days ( )

7. Which of the following is an enquiry in E-commerce transaction:
   (a) SBI
   (b) VISA
   (c) ICICI
   (d) City Bank ( )

8. The full form of ICTs is:
   (a) International Commerce Technology
   (b) Information Communication Technology
   (c) Information Control Technology
   (d) International Control Technology ( )

9. Which of the following is not a part of the Porter's model:
   (a) Threat of new extranets
   (b) Threat of substitution
   (c) Poor quality
   (d) Bargaining power of buyer ( )

10. Locking is the competitive advantage to:
    (a) Substitution
    (b) Suppliers
    (c) Buyers
    (d) None of the above ( )

11. What will be competitive advantage in rival companies:
    (a) Quick response
    (b) Customer information
    (c) Locking
    (d) Differentiation ( )

12. In electronic market trade cycle which phase comes after delivery:

(a) Search
(b) After Sales
(c) Negotiable
(d) Order ( )

13. In electronic market trade cycle which phase comes between search and order:
(a) Search and order
(b) Deliver
(c) Negotiate
(d) After sales ( )

14. What is a UPC in EDI standards:
(a) Uninterrupted product channel
(b) Uninterrupted product code
(c) Uninterrupted price code
(d) Universal product code ( )

15. In EDI NUTS and BOLTS VADS indicates:
(a) Value administered data services
(b) Value added data services
(c) Value added services
(d) Value added data supply ( )

16. What is an assets management in inter-organizational E-commerce.
(a) Reducing cost for customers
(b) Increasing cost for customers
(c) Maintaining data base for customers
(d) None of the above ( )

17. Which of the following is the market leader in Unix workstation:
(a) Action online
(b) Sun micro system
(c) Microsoft
(d) Dell ( )

18. Which of the following company is direct sales specialist:
(a) Transport
(b) Military
(c) Finance
(d) Insurance ( )

19. Which of the following sectors does not use EDIFACT:
    (a) Transport
    (b) Military
    (c) Finance
    (d) Insurance ( )

20. The full form of EDIFACT is:
    (a) Electronic data interchange for administration, commerce and transport
    (b) Electronic data interchange for administration, communication and transport
    (c) Electronic data interchange for acknowledgement, commerce and transport
    (d) Electronic data interchange for administration, commerce and trade ( )

21. What is EDI-FACT:
    (a) Truth about EDI (b) The UN standards of EDI
    (c) Payments of EDI (d) Receipts of EDI ( )

22. Which of the following is necessary for ordering of EDI in E-Commerce:
    (a) From (b) To
    (c) Order reference (d) All of the above ( )

23. Which of the following is not no element of EDI:
    (a) Structured data
    (b) Agreed message standards
    (c) Payment by cash
    (d) Electronic means ( )

24. The execution in credit transaction trade cycle involves:
    (a) Search (b) Negotiation
    (c) Delivery (d) Payment ( )

25. The last step in credit transaction trade cycle involves:
    (a) Execution
    (b) Settlement
    (c) After Sale
    (d) Pre sale ( )

26. The first step in credit transaction trade cycle is:
    (a) Execution (b) Settlement
    (c) After sale (d) Pre sale ( )

27. Which of the not included in the concept of our P's :
(a) Product (b) Promotion
(c) Price (d) Principle ( )

28. In Hub and spoke pattern the Hub refers to:
(a) The supplier
(b) The main organization
(c) Customer
(d) Supermarket ( )

29. Which one of the following is not the role of system analyst:
(a) Change agent (b) Psychologist
(c) Politician (d) Management ( )

30. Electronic commerce includes:
(a) Electronic trading of goods (b) Electronic trading of services
(c) Electronic financial transaction (d) All of the above ( )

31. Which support activity is not related to Porter's Value Chain Model:
(a) Firms infrastructure (b) HR management
(c) Procurement (d) Operations ( )

32. Which of the following is one of the leading suppliers of networking equipment:
(a) DELL (b) Microsoft
(c) CISCO (d) Sun Micro System ( )

33. The stage in EDI development is:
(a) Introductory stages (b) Integration stages
(c) Discovery stages (d) Strategy stages ( )

34. The stage in EDI development is:
(a) Introductory stage
(b) Integration stage
(c) Discovery stages
(d) Strategy stages ( )

35. What is TRADACOMS:
(a) An Indian EDI standard

(b) An UK EDI standard
(c) An international EDI standard
(d) An American EDI standard ( )

36. Which of the following fact finding technologies is most useful in collecting quantitative data:
(a) Interviews (b) Record inspection
(c) Questionnaire (d) Observation ( )

37. Fact finding technology of SDLC is related to:
(a) Installation (b) Design
(c) Data collection (d) Maintenance ( )

38. Actual testing of E-commerce system can be done by:
(a) Developer of E-commerce system
(b) User of E-commerce system
(c) Analyst
(d) Programmer ( )

39. The principal function of an .....is to facilitate the search for required product or services:
(a) Electronic market (b) EDI
(c) Interent (d) None of the above ( )

40. .....can be used for advertising goods and services in E-commerce:
(a) Electronic market (b) EDI
(c) Internet (d) None of the above ( )

Answer Key

1. (a)	2. (d)	3. (c)	4. (d)	5. (d)	6. (a)	7. (b)	8. (b)	9. (c)	10. (c)
11. (d)	12. (b)	13. (c)	14. (d)	15. (b)	16. (c)	17. (b)	18. (c)	19. (b)	20. (a)
21. (b)	22. (d)	23. (c)	24. (c)	25. (c)	26. (d)	27. (d)	28. (b)	29. (c)	30. (d)
31. (a)	32. (c)	33. (c)	34. (b)	35. (b)	36. (c)	37. (c)	38. (a)	39. (a)	40. (d)

DESCRIPTIVE PART - II

Year 2008

Time allowed : 2 Hours ***Maximum Marks : 30***

Attempt any four questions out of the six. All questions carry 7½ marks each.

Q.1 Make a comparison of advantages and disadvantages of E-commerce. could the dis-advantages be overcome

Q.2 Which are the four major models found in E-commerce? Explain each of them.

Q.3 "Online shopping in India is yet to catch the fancy of the masses". What are your views on this statement?

Q.4 What is virtual business? What are the causes we attribute for the failure of E-business project?

Q.5 Explain the planning technologies of E-business sites.

Q.6 What are the goals, functions and strategies of supply chain management? Explain all three in brief. or

Define EDI How EDI would benefit business relationship between organization?

OBJECTIVE PART- I

Year - 2007

Time allowed : One Hour *Maximum Marks : 20*

The question paper contains 40 multiple choice questions with four choices and student will have to pick the correct one. (Each carrying ½ marks.).

1. Electronic Commerce includes:
   (a) Electronic Trading of Goods
   (b) Electronic Trading of Services
   (c) Electronic Financial Transaction
   (d) All of the above ( )

2. What is EDI fact:
   (a) Truth about EDI
   (b) The Un standard of EDI
   (c) Payment of EDI
   (d) Receipt of EdI ( )

3. The stage in EDI development is:
   (a) Introductory stage
   (b) Integration stage
   (c) Discovery stage
   (d) Strategy stage ( )

4. Which of the following is necessary for ordering an EDI in E-commerce?
   (a) From
   (b) To
   (c) Order reference
   (d) All of the above ( )

5. Which of the following is not an element of EDI?
   (a) Structured data (b) Agreed message standards
   (c) Payment by cash (d) Electronic means ( )

6. Which of the following is the market leader in UNIX workstation ?
   (a) Action online
   (b) Sun Micro System
   (c) Microsoft
   (d) Dell ( )

7. What is a UPC in EDI standards?
   (a) Uninterrupted product channel
   (b) Uninterrupted Product code
   (c) Uninterrupted price code Universal code
   (d) Universal product code ( )

8. In hub and spoke pattern the Hub refers to:
   (a) The supplier (b) The main organization
   (c) Customer (d) Supermarket ( )

9. Actual testing of e-commerce system can be done by:
   (a) Developer of e-commerce system
   (b) User of e-Commerce System
   (c) Analyst
   (d) Programmer ( )

10. What is TRADACOMS?
   (a) An Indian EDI standard (b) A UK EDI standard
   (c) An international EDI standard (d) An American EDI standard ( )

11. The EDI is:
   (a) 50% Business and 50% Technology
   (b) 90% Business and 10% Technology
   (c) 10% Business and 90% Technology
   (d) 30% Business and 70% Technology ( )

12. Which is not a part EDI trade exchange?
   (a) Cash Payment (b) Order
   (c) Delivery Note (d) Invoice ( )

13. Fact Finding Technology of SDLC is related to:
   (a) Installation (b) Design
   (c) Data (d) Maintenance ( )

14. Which one of the following is not the role of system analyst ?
(a) Change agent
(b) Psychologist
(c) Politician
(d) Management ( )

15. .....can be used for advertising goods and services in e-commerce :
(a) Electronic market (b) EDI
(c) Internet (d) None of the above ( )

16. Which is not including the concept of our P's?
(a) Product
(b) Promotion
(c) Price
(d) Principle ( )

17. What is an asset management in inter organizational e-Commerce?
(a) Reducing cost for customers
(b) Increasing for customers
(c) Maintaining database for customers
(d) None of the above ( )

18. The principle function of an.....is to facilitate the search for required product or services:
(a) Electronic market (b) EDI
(c) Internet (d) None of the above ( )

19. Which of the following fact finding technologies is most useful in collection quantitative data?
(a) Interviews (b) Record inspection
(c) Questionnaire (d) Observation ( )

20. In electronic market trade cycle which phase comes after delivery?
(a) Search (b) After sales
(c) Negotiate (d) Order ( )

21. Locking is the competitive advantage to:
(a) Substitution
(b) Suppliers

(c) Buyers
(d) None of the above ( )

22. Which of the following is one of the leading suppliers of networking equipment?
(a) DELL
(b) Microsoft
(c) CISCO
(d) SUN Micro system ( )

23. Which support activity is not related to Proter's Value Chain model?
(a) Firms Infrastructure
(b) HR Management
(c) Procurement
(d) Operations ( )

24. What will be the competitive advantage in rival companies?
(a) Quick response (b) Customer information
(c) Locking (d) Differentiation ( )

25. In electronic market trade cycle which phase comes between search and order:
(a) Search and order
(b) Deliver
(c) Negotiate
(d) After sales ( )

26. European article number is how many digit code?
(a) 11 (b) 12
(c) 13 (d) 14 ( )

27. The execution in credit transaction trade cycle involves:
(a) Search
(b) Negotiation
(c) Delivery
(d) Payment ( )

28. The first step in credit transaction trade cycle is:
(a) Execution
(b) Settlement
(c) After sale
(d) Pre sale ( )

29. The first step in credit transaction trade cycle is:
(a) Execution (b) Settlement
(c) After sale (d) Pre sale ( )

30. The full form of EDIFACT is:
(a) Electronic data interchange for administration commerce and transport
(b) Electronic data interchange for administration, communication and transport
(c) Electronic data interchange for acknowledgement, communication commerce and transport
(d) Electronic data interchange for administration commerce and trade ( )

31. The last step in credit transaction trade cycle is:
(a) Execution (b) Settlement
(c) After sale (d) Pre sale ( )

32. Which comes last in SDLS?
(a) Feasibility study
(b) Design
(c) Implementation
(d) Testing ( )

33. Which of the following sectors does not use EDIFACT? :
(a) Transport (b) Military
(c) Finance (d) Insurance ( )

34. Which begins the SDLC?
(a) Implementation (b) Testing
(c) DFDs (d) Feasibility study ( )

35. Which of the following is not a part of the Porter's model ?
(a) Threat of new entrants (b) Threat of substitution
(c) Poor quality (d) Bargaining power of buyer ( )

36. IN EDI NUTS and BOLTS VADS indicates:
(a) Value administered data services
(b) Value added data services
(c) Value added services
(d) Value added data supply ( )

37. The full form of ICTs is:
    (a) International Commerce Technology
    (b) Information Communication Technology
    (c) Information Control Technology
    (d) International Control Technology ( )

38. The life span of steel factory is:
    (a) 5-10 years (b) 5-10 months
    (c) 5-10 weeks (d) 5-10 days ( )

39. Which of the following company is Direct Sales, specialist?
    (a) CISCO (b) DELL
    (c) Auction online (d) Microsoft ( )

40. Which of the following is an enquirer in e-commerce transaction:
    (a) SBI
    (b) VISA
    (c) ICICI
    (d) City Bank ( )

Answer Key

1. (d)	2. (b)	3. (b)	4. (d)	5. (c)	6. (b)	7. (d)	8. (a)	9. (b)	10. (d)
11. (a)	12. (c)	13. (c)	14. (d)	15. (d)	16. (d)	17. (c)	18. (a)	19. (c)	20. (b)
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31. (c)	32. (d)	33. (b)	34. (d)	35. (c)	36. (b)	37. (b)	38. (a)	39. (c)	40. (b)

DESCRIPTIVE PART - II

Year 2007

Time allowed : 2 Hours ***Maximum Marks : 30***

Attempt any four questions out of the six. All questions carry 7½ marks each.

Q.1 Explain the key characteristics of e-commerce economic model.

or

Define e-commerce. What are its functions ? Mention its significance.

Q.2 How do we build technology awareness within the company to introduce e-commerce? Mention the steps of working.

Q.3 What is an electronic market? How does it differ from a familiar market as seen in India? name and differentiate the three models of electronics markets.

Q.4 What do we mean by electronic business initiatives? What does it include?

Q.5 What are the steps to transform business to E-business? Explain with a sketch.

Q.6 Define supply chain management ? What are its characteristics? What are the benefits of supply chain management?

or

What are the application of EDI? Mention the advantages and disadvantages of EDI.

OBJECTIVE PART- I

Year - 2006

Time allowed : One Hour *Maximum Marks : 20*

The question paper contains 40 multiple choice questions with four choices and student will have to pick the correct one. (Each carrying ½ marks.).

1. .....can be used for advertising goods and services in e-commerce.
   (a) Electronic market (b) EDI
   (c) Internet (d) None of the above ( )

2. The principal function of an.....is to facilitate the search for required product or services:
   (a) Electronic market (b) EDI
   (c) Internet (d) None of the above ( )

3. Actual testing of e-Commerce system can be done by:
   (a) Developer of e-Commerce system
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   (c) Analyst
   (d) Programmer ( )

4. Fact finding technology of SDLC is related to:
   (a) Installation (b) Design
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5. Which of the following fact finding technologies is most useful in collecting quantitative data?
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(a) Reducing cost for customers
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    (d) City bank ( )

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    (a) 5-10 years (b) 5-10 months
    (c) 5-10 weeks (d) 5-10 days ( )

36. Which comes last in SDLC ?
    (a) Feasibility study
    (b) Design
    (c) Implementation
    (d) Testing ( )

37. Which begins the SDLC?
    (a) Implementation (b) Testing

(c) DFDs (d) Feasibility study ( )

38. Which of the following is an Indirect Advantage of EDI?
(a) Shortened ordering time
(b) Cost cutting
(c) Reduced stock holding
(d) Fast response ( )

39. The EDI is:
(a) 50% Business and 50% Technology
(b) 90% Business and 10% Technology
(c) 10% Business and 90% Technology
(d) 30% Business and 70% Technology ( )

40. Which is not a part of EDI Trade Exchange?
(a) Cash payment (b) Order
(c) Delivery note (d) Invoice ( )

Answer Key

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21. (a)	22. (b)	23. (c)	24. (b)	25. (c)	26. (b)	27. (d)	28. (c)	29. (b)	30. (d)
31. (c)	32. (c)	33. (b)	34. (b)	35. (a)	36. (d)	37. (d)	38. (c)	39. (d)	40. (c)

DESCRIPTIVE PART - II

Year 2006

Time allowed : 2 Hours ***Maximum Marks : 30***

Attempt any four questions out of the six. All questions carry 7½ marks each.

Q.1 Define e-Commerce. Explain the scope of E-commerce in details

or

Explain with a diagram the client-server model of e-Commerce.

Q.2 In e-commerce, how a a first mover will have a competitive advantage?

Q.3 Explain inter-organizational value chain. How will be systems analysis and design (SAD) aspects useful in e-Commerce?

Q.4 What are the advantages and disadvantages of Electronic market?

Q.5 Define and elaborate EDI. What are the benefit of EDI.

Q.6 What is the need of carrying out tests on e-commerce? How will we apply verification and validation?

or

What is EDI communication? Explain in details.

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