MAY 2022 **P/ID 78004/RMBS3**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define “world wide web”.
2. What do you understand by “software tools”?
3. What is data mining?
4. Define “CRM”.
5. What is called knowledge management?
6. Explain about data ware house.
7. Define the term “Equilibrium”.
8. What is “mobile commerce”?
9. What are the features of firewall?
10. State any two important objectives of contract law.
11. What is the Role of retail sector in E-marketing?
12. Define information rights.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Elucidate e-business and its features.

14. Write short notes on

    (a) IP

    (b) TCP

    (c) HTTP

    (d) Cryptography

    (e) CIT.

15. List out the applications of e-commerce in various sectors. Explain briefly about any three of them.

16. Write an essay about multi-disciplinary approach of e- commerce.

17. What is the role of economics in e-commerce?

18. How the banking sector is protected with security protocols? Give some examples.

19. Financing is easy nowadays with the help of e-commerce – explain.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Write an essay about the role of software tools in e-commerce.

21. How e-commerce is applied in hotel industry of newly emerging sub urban city.

22. What are the challenges that a younger generations faced by mobile commerce?

23. What are the requirements that are needed for implementing internet governance?

24. Explain the roles and responsibilities of researcher in publishing their research article through online.

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