MAY 2023 **P/ID 78004/RMBS3**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each:

1. What are the features of World Wide Web?
2. What is HTTP?
3. List the applications of e-commerce.
4. Write the principles of knowledge management.
5. What is CRM?
6. Define e-marketing.
7. State the purpose of ERP.
8. Define Mobile Commerce.
9. What is e-security?
10. What do you meant by protocols in computer?
11. State the meaning of cyber law.
12. What are the benefits of online entertainment?

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each:

13. What is data mining and how does it work?

14. How cryptography is used in real life?

15. Explain data warehouse with example.

16. Discuss the role of knowledge management.

17. Describe the challenges in implementing ERP.

18. Why is Internet governance important?

19. Explain the purpose of giving warranties to new products.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each:

20. Discuss about consumer interface technology.

21. Why is a multidisciplinary approach necessary for understanding e-commerce? Discuss.

22. Analyze the benefits of Supply Chain Management in e-commerce?

23. Examine the issues in E-security protocols.

24. Explain the role of e-commerce in online financial services.

———————