MAY 2024 **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. Why is TCP?
2. What is HTTP and its uses?
3. What is the work of e-commerce?
4. Define CRM.
5. What are the benefits of SCM?
6. Explain Intelligent Agent.
7. Bring out the meaning of Equilibrium price.
8. Write short note on E-business.
9. State the meaning of Intellectual property.
10. What is firewall used for?
11. Define E-security.
12. What is online payment in e-business?

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Explain the purpose of OLAP.

14. What is HTML and why do we need it in e-commerce applications?

15. Describe the role and importance of CRM in e-commerce.

16. Discuss the principles of knowledge management.

17. Elaborate the issues of cyber law.

18. Write down the role of e-commerce in online retail sector.

19. What is consumer protection? How it helps to online customers?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the need and features of intelligent web designing in e-commerce.

21. Explain the applications of e-commerce in different sector.

22. Describe the major functional modules of ERP.

23. Discuss the contract law for e-business.

24. Elaborate on online career service in e-commerce.

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