MAY 2025 **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. What is data mining?

2. Define cryptography.

3. What is knowledge management?

4. Write the features of “e-commerce”.

5. What is a data warehouse?

6. Define “E-Commerce”.

7. What is online payment?

8. Define digital certificate.

9. State the features of online publishing.

10. What are the modes for online payment?

11. List out any two e-commerce industries with their functions.

12. Define information rights.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the role of web designer in an e-business system.

14. Why customer relation management is important in e-business environment? Explain it.

15. Explain the different ERP tools and modules available.

16. Write about retail sector using electronic business.

17. What is privacy in e-business? State its importance.

18. Brief the various ways to authenticate a person?

19. Logistics is easy nowadays with the help of e-commerce – Discuss.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate the role of software tools in e-commerce.

21. Describe the security requirements for using online payment services.

22. Explain briefly the opportunities and challenges faced by an organisation in ERP implementation.

23. Illustrate 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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