

MAY 2012

**P/ID 77528/PMEM/
PMBS4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the process of searching the internet.
2. What are the characteristics of data warehouse?
3. What is intelligent agent? Give example.
4. What are the common motivations for attacks on networks?
5. What is the need of internet security?
6. How web sites are hacked?
7. What are the key differences between B2B and B2C e-commerce transactions?
8. Write short notes on website management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain how to create an active web page.
10. Explain the different types of data mining and their application in e-commerce solutions.
11. Explain the implementation process of supply chain management in an organization.
12. How intellectual property law is enforced to protect copyright violation.
13. What do you mean by mobile commerce? Explain the infrastructure needed for mobile commerce.
14. Explain the security features to implement the e-commerce.
15. Explain the recent developments of IT in various fields.
16. Write in detail about HTML.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. A leading soap company offering soap for refreshment, fairness, guard against bacterial, viral, parasitic infections and it can improve skin condition like marks of scars & wounds, curing skin rashes and infections, stretch marks and wrinkles. In India the soap market is very competitive with many local and MNCs manufacturing soap. Around the world, there is a new trend in the market especially in soap that it moves towards natural and herbal based.

How they can use e-com facilities to be cost effective in introducing the new product in the world market?

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