

MAY 2013

P/ID 37528/PBEM

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write short note on Cryptography.
2. What are the principles followed in creating data mining?
3. “Only schisfied customer are attached to a CRM”– Discuss.
4. What is E-marketing?
5. How do a virus affects the e-commerce in trade?
6. Write short note on “EPF” .
7. How to manage the supply and demand to maintain equilibrium.
8. Explain the types of E-Security system.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

9. Explain the functions of IP, HTTP, TCP in E-Business.
10. Discuss the scope of e-marketing in various business functionable areas.
11. Explain the scope of supply chain management in E-Commerce.
12. Discuss the need and importance of Internet Governance in Business Applications.
13. Describe the legal issues involved in e-business.
14. Explain the scope of mobile commerce.

PART C — (1 × 15 = 15 marks)

(Compulsory)

15. Discuss the future and trends of E-Commerce in India.
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