

MAY 2011

P/ID 77528/PMEM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. How to attract the visitors on the web?
2. Write down the applications of data warehousing.
3. What is meant by intelligent agents? State its components.
4. Explain the issues in network security.
5. What is m-commerce? Explain the features of it.
6. Define E-Business. Discuss about its applications.
7. In what way is security critical in e-business? Explain.
8. Write about the needs for fire-walls.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. How to build the e-business application?
10. What is e-commerce? Give the frame work of e-commerce and explain its components.
11. Discuss the benefits and drawbacks of supply chain management.
12. Describe the cryptography methods with examples.
13. Traditional organizations need to opt for e-business practices — Discuss.
14. Define Intelligent Agents. How can the intelligent agents have an impact on e-business?
15. Define SCM. How will you integrate functions in supply chain?
16. Explain how fire-walls are used in network security.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Vijay has doing project on ‘Intellectual Property Rights with regard to Automobile Technology’. He use Google search and comes with lots of articles

and information on the topic. He downloads the articles and uses them extensively in his project without taking from the authors of the articles. Vijay insists that since he is using articles for academic purpose, he is not liable for any infringement. Whether is he right? Discuss.
