

MAY 2016

**P/ID 77528/PMEM/
PMBS4/PMSS4/
MBNS4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the functions of Data mining.
2. Write short notes on the application of E-commerce in Industry.
3. Describe E-marketing.
4. Explain the issues in Cyber law.
5. Write about mobile commerce.
6. Explain the software tools used in E-business.
7. Discuss the principles of E-business.
8. Explain the protocols used for security.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail about types of cryptography with example.
10. Explain the application of E-Commerce in different sector.

11. Describe the Business model in detail.
12. Describe the role of software intellectual property law and contract law in E-Business.
13. Discuss how E-Commerce is helpful for business success.
14. Explain various internet protocols and how it is used in E-Business.
15. What are the key technologies used for E-commerce and explain with architecture?
16. Describe the major advertising methods used on the web.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Explain in detail about launching an advertisement by designing a website for an electronic product.
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2 **P/ID 77528/PMEM/
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