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Total No. of Pages : 02

Total No. of Questions : 18

MCA (2015 to 2018) (Sem.-4)
E-COMMERCE & WEB APPLICATION DEVELOPMENT
Subject Code : MCA-402
M.Code : 74120

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTIONS-A, B, C & D** contains **TWO** questions each carrying **TEN** marks each and students has to attempt any **ONE** question from each **SECTION**.
2. **SECTION-E** is **COMPULSORY** consisting of **TEN** questions carrying **TWENTY** marks in all.

SECTION-A

1. What is E-commerce? How does it differ from Traditional Commerce? What are the potentials benefits of E-commerce? Discuss in detail.
2. What is EDI? Discuss different types and benefits of EDI.

SECTION-B

3. What is Web based Marketing and communications? From the consumer's perspective, what makes online shopping attractive? Discuss with examples. Also mention drawbacks, if any.
4. What are various layers in TCP/IP Protocol suite? Brief out functions performed by each layer.

SECTION-C

5.
 - a) How do you use <form> tag in an HTML page for data collection? Illustrate with relevant example.
 - b) What are Frames in HTML? What are its uses?
6. How do Cascading Style Sheets ensure consistent design of a web site? Explain with examples from CSS3.

SECTION-D

7. a) Write a Java Script to display the odd numbers between 1 and 100.
b) Write a Java Script to prompt a message if the number entered in a text box exceeds 100.
8. How can you handle mouse related events in Java scripts? Discuss with suitable example.

SECTION-E

9. What are Smart Cards?
10. List two major legal issues in E-Commerce.
11. Define URL and IP address.
12. What is the role of online catalogs?
13. What do you mean by Firewall?
14. What are the strategies for website optimization?
15. How do you insert image as hyperlink in a web page?
16. What is IP spoofing?
17. Define DOM.
18. What is a layer in context of web page?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.