Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]   **Total No. of Pages : 02**

Total No. of Questions : 09

MCA (2015 & Onward)   (Sem.–4)
E-COMMERCE AND 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 have to attempt any ONE question from each SECTION.**
2. **SECTION-E is COMPULSORY consisting of TEN questions carrying TWENTY marks in all.**
3. **Use of Non-Programmable scientific calculator is allowed.**

SECTION-A

Q1)   Explain different models of E-Commerce with the help of suitable examples.

Q2)   Differentiate between E-Commerce and M-Commerce. Also illustrate their different models.

SECTION-B

Q3)   Discuss web based marketing and communication. What are the different techniques used for online advertising?

Q4)   What are the ideal website design strategies for E-Commerce? Explain database integration Techniques.

SECTION-C

Q5)   Write an HTML script for creating a table.

Q6)   Write a short note on New features introduced in HTML 5. Compare the different versions of HTML.

SECTION-D

Q7)   Write a short note on :

   a)   Forms in Java Script

   b)   Functions in JavaScript

Q8)   How to establish database connection in JavaScript? Explain with the help of an example.

SECTION-E

Q9) Answer briefly :

a) Explain briefly B2C model of E-Commerce.

b) Define auction.

c) Write a short note on website optimization.

d) What do you understand by the term M-Commerce?

e) Define Firewall.

f) What do you mean by input validation in JavaScript?

g) What are online catalogs?

h) Enlist the different control statements in JavaScript.

i) What are different text styles in HTML5?

j) What is the tag used for inserting an image in HTML?

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.