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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.

