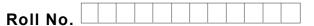
www.FirstRanker.com

www.FirstRanker.com



Total No. of Pages : 02

Total No. of Questions : 09

FirstRanker.com

## 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.



www.FirstRanker.com

www.FirstRanker.com

### **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.