

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MCA (2012 & onwards) (Sem.-4)
E-COMMERCE AND WEB APPLICATION DEVELOPMENT

Subject Code : MCA-402

Paper ID : [A2556]

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTION TO CANDIDATES :

- 1. SECTIONS-A, B, C & D contains TWO questions each carrying TWENTY 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.**
- 3. Use of non-programmable scientific calculator is allowed.**

SECTION-A

1. Explain the different types of E-commerce. How does it work? Write the advantages and disadvantages of e-Commerce. 20
2.
 - a) What legal issues are liable to be raised by an increased use of the e-commerce? Outline briefly. 10
 - b) List and briefly explain e-Commerce applications. 5
 - c) Distinguish between Portal and a Website. 5

SECTION-B

3. Discuss the techniques and strategies used in web based marketing. 20
4. What do you understand by EDI? Discuss various types of EDI and benefits of EDI. 20

SECTION-C

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| 5. | a) Explain, with the aid of an example, what is meant by client-server architecture. | 10 |
| | b) How is Web and Database Integration achieved? | 10 |
| 6. | What are threats and challenges in e = Commerce applications? How can these be addressed? | 20 |

SECTION-D

7. Compare and contrast tables, Cascading Style Sheets(CSS) and frames as a means of organising the layout of a web page. 20
8. a) In relation to placing JavaScript code in an HTML page: 5
- i) State the HTML markup to include an external JavaScript file
 - ii) State TWO advantages of keeping JavaScript code in an external file.
- b) What are events and event handlers in JavaScript? 5
- c) What is meant by server side programming? How is it done? 10

SECTION-E

9. Write briefly :

- i. Explain the term “Social Marketing”.
- ii. What makes PHP a choice among the other scripting languages?
- iii. How do your dot com address, ISP, Web Host and email providers relate to each other?
- iv. List 3 differences between websites and online applications.
- v. What are static variables in PHP?
- vi. Give two descriptions of how HTML tags may be written properly.
- vii. What is encryption? Write five good encryption practices.
- viii. What is meant by electronic payment systems?
- ix. What do you understand by a hyper text link and what is the method to link to a specific place within the same document?
- x. Explain what is meant by DOM.

10 × 2