

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MCA (2015 & Onwards) (Sem.-4)
E-COMMERCE AND WEB APPLICATION DEVELOPMENT

Subject Code : MCA-402

Paper ID : [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.**

SECTION-A

1. **What is significance of E-Commerce? Discuss the role and working of B2B and B2C model. Give examples to support your answer.**
2. **Explain the following :**
 - a) **EDI and its types**
 - b) **Role of Social Network in E-commerce**

SECTION-B

3. Explain the following :
 - a) Client server computing
 - b) Factors considered while designing website
4. What are different online marketing techniques? Explain their merits and demerits.

SECTION-C

5. What are various formatting tags in HTML? Explain with example.
6. Define Form. What are its different components? Explain how a form is designed using HTML.

SECTION-D

7. Define Operator. Explain different types of operators used in JavaScript. Write a program to support your answer.
8. Write notes on the following :
 - a) Validation in JavaScript
 - b) Data Types in Java Script

SECTION-E

9. **Write briefly :**
 - a) Define HTML. List its features.
 - b) What is use of and tags in HTML?
 - c) List various benefits of M-Commerce.
 - d) What is use of hyperlink?
 - e) Define firewall. What are its types?
 - f) Define CSS.
 - g) What is use of DNS?
 - h) How an image is inserted in a web page?
 - i) What is use of event in JavaScript?
 - j) List various features of JavaScript.