MAY 2014

MCA 4th Semester
Paper: MCA 402

E-Commerce and Web Application Development

Time allowed: 3 Hours

Max. Marks: 100

Note: Attempt One question each from Section A, B, C, and D. Section E is compulsory.

Section-A

1. a) What do you mean by e-Commerce? Explain how e-commerce differs from traditional commerce?
   b) Explain the advantages and disadvantages of e-Commerce.   (10,10)

2. a) Describe B2B and B2C models of E-commerce.
   b) What are the legal issues involved in e-Commerce?   (10,10)

Section-B

3. What is Electronic Payment System? Describe the characteristics of electronic payments and discuss various issues involved in Electronic Payment Systems.   (20)

4. What is Internet advertising? Discuss the various methods of Internet advertising?   (20)

Section-C

5. Describe a systematic approach to design an e-Commerce website.   (20)

6. a) List and briefly explain various strategies used in the optimization of websites.
   b) What is Firewall and how does it function?   (10,10)

Section-D

7. a) Discuss various controls used on forms in HTML.
   b) What are the various ways to link separate documents in your current HTML document?   (10,10)

8. a) Explain the concept of Cascading as provided by CSS.
   b) Write briefly the concepts and components of the Document Object Model.
   c) Describe when is the event "onclick" triggered. Name two html elements on which the event may be present.   (10,5,5)

Section-E

9.
   i.   What do you mean by ethics? Broadly mention ethical issues in e-Commerce.
   ii.   Write the implications of social marketing for Non Government Organizations.
   iii. How does the document created in HTML differ from a document created in plain English language?
   iv.   How is targeted marketing achieved?
   v.   What is Java Script?
   vi.   Explain the anatomy of a PHP page.
   vii. What are ports and how are they used?
   viii. Write the different types of lists in HTML.
   ix.   Differentiate between domain names and IP addresses.
   x.   How is the server side programming done?   (10x2)

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