

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. a) Discuss the potential benefits and limitations of E-Commerce.
b) Compare E-Commerce vs M-Commerce.
2. Discuss the various E-Commerce models.

SECTION-B

3. What is EDI? Discuss different types and benefits of EDI.
4. Discuss the different techniques and strategies for social and targeted marketing.

SECTION-C

5. Write notes on following :
Client / Server Computing, IP Address, Domain and DNS.
6. How can you create an interactive and dynamic web page for enrolment of students to a new course? Discuss.

SECTION-D

7. Create a HTML webpage to show the details of MCA course in PTU. Use appropriate tags to design the page especially make use of ordered and unordered lists, frames and tables wherever applicable.
8. What is DOM? How do you navigate in a DOM tree? How do you create, insert and remove nodes in DOM?

SECTION-E

9.
 - (a) How social networking websites help in advertisement?
 - (b) Name at least 4 different web browsers used.
 - (c) What are risks in online payment?
 - (d) What is benefit of using a firewall?
 - (e) Discuss some E-commerce security threats.
 - (f) What is E-mail marketing?
 - (g) How do you link documents in HTML?
 - (h) What are benefits of using CSS?
 - (i) What is server side dynamic programming?
 - (j) What do you mean by open source software?