Roll No. ☐☐☐☐☐☐☐☐☐☐☐ Total No. of Pages: 02

Total No. of Questions: 09

MCA (2015 & Onwards) (Sem. – 4)
E-COMMERCE AND WEB APPLICATION DEVELOPMENT
M Code: 74120
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 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.

SECTION A

1. Explain different E-Commerce models with suitable examples and applications.

2. Write down different E-commerce security issues and threats. How can we manage those threats? Explain different mechanisms.

SECTION B

3. What is EDI? Explain its types. How they are useful? Give suitable examples.

4. Write down the procedure for creating interactive and dynamic web pages. Also illustrate the factors involved in E-commerce website design.

SECTION C

5. List the new features included in HTML5 along with their syntax and usage.

6. What is CSS3? Explain the process of consistent web designing using CSS3. Write down its applications also.

SECTION D

7. Describe the different control statements with examples using java script.

8. Write down the java script procedure for event handling and database connectivity with suitable example.

SECTION E

9. a) List E-commerce potential benefits.

   b) Explain the working of web servers and clients.

   c) What are ordered and unordered lists in HTML5?

   d) How smartcards are used for e-payment?

   e) What are hyperlinks? Give example.

   f) Define website optimization and its advantages.

   g) What are bootstrap forms and grids?

   h) Differentiate between E-commerce and M-commerce.

   i) Differentiate between social marketing and target marketing.

   j) Write down different operators used in JavaScript.