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

Total No. of Questions : 09

MCA (2015 & Onward)   (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. a) Discuss the potential benefits and limitations of E-Commerce.

   b) Compare E-Commerce and M-Commerce.

2. Elaborate in detail the various E-Commerce models.

SECTION-B

3. Discuss the different techniques and strategies for social and targeted marketing.

4. Write notes on following :

   a) Client / Server Computing.

   b) IP Address.

   c) Domain and DNS.

SECTION-C

5. 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.

6. Compare and contrast tables, Cascading Style Sheets (CSS) and frames as a means of organizing the layout of a web page.

SECTION-D

7. Explain in detail the various control statements available in JavaScript.

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. **Answer briefly :**

    a) How social networking websites help in advertisement?

    b) Name at least four 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 is Bootstrap?