

M.C.M.-II (CBCS Pattern) Semester - IV  
**PMCMT401 - Paper-I : E-Commerce and Web Designing**

P. Pages : 1

Time : Three Hours



**GUG/S/23/10778**

Max. Marks : 80

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- Notes :
1. All questions are compulsory and carry equal marks.
  2. Draw well labelled diagram wherever necessary.
  3. Avoid vague answers and write specific answer relevant to questions.

**Either :-**

1. a) Discuss various E-commerce services in detail. 8
- b) Explain electronic data Interchange in detail. 8

**OR**

- c) What is protocol? Explain Internet protocol in detail. 8
- d) Give the difference between Traditional commerce and Electronic commerce. 8

**Either :-**

2. a) Explain block formatting tags and demonstration of level of heading. 8
- b) Explain font tags with its attribute. 8

**OR**

- c) Explain following 8
  - i) Unordered list with suitable example.
  - ii) Ordered list
- d) Explain various types of Hyperlink. 8

**Either :-**

3. a) Explain Image Tag and its attributes. 8
- b) Explain following table tag:- 8
  - i) <TR>
  - ii) <TD>
  - iii) <TH>
  - iv) <CAPTION>

**OR**

- c) Explain <FRAME> tag with its attributes. 8
- d) Write a note on – 8
  - i) Text control
  - ii) Check boxes.

**Either :-**

4. a) What is CSS? Write a procedure adding style to document. 8
- b) Explain Design goals of XML. 8

**OR**

- c) Write a detail note on Name spaces. 8
- d) Explain Embedding style sheet in detail. 8

5. Attempt **all** the questions.
  - a) Write a short note on search engine. 4
  - b) Explain the basic structure of HTML program. 4
  - c) Explain text control and password field. 4
  - d) Explain the benefits of DTD. 4

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