

B.C.A. - II (CBCS Pattern) Semester-IV
UBCAT402 - Paper-II : e-Commerce & Web Designing

P. Pages : 2

Time : Three Hours



GUG/W/24/11976

Max. Marks : 40

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- Notes :
1. All questions are compulsory and carry equal marks.
 2. Draw neat and labelled diagram and use supporting data wherever necessary.
 3. Avoid vague answers and write specific answers related to questions.

Either:

1. a) Define E-commerce. Explain the difference between Traditional and Electronic commerce. 4
- b) Write a short note on three pillars of E-commerce with example. 4

OR

- c) Explain the concept of business opportunities in E-commerce in detail. 4
- d) Explain the basic terms: 4
- | | |
|----------------|-------------------|
| i) Internet | ii) IP Address |
| iii) Protocols | iv) Search Engine |

Either:

2. a) Define HTML. Explain the features of HTML. 4
- b) Explain the basic structure of HTML program using suitable example. 4

OR

- c) Explain the following: 4
- | | |
|-----------------|-------------------|
| i) Logical Tags | ii) Paragraph Tag |
|-----------------|-------------------|
- d) Write a program to demonstrate the font face and size. 4

Either:

3. a) Explain the ordered list using suitable example. 4
- b) Explain with example ordered list and unordered list. 4

OR

- c) Explain the linking the different web page document with example. 4
- d) Write a program to demonstrate the nested list. 4

Either:

4. a) Define Table. Explain the table alignment properties with example. 4
- b) Explain the <FRAMESET> tag with example. 4

OR

- c) Explain the following. 4
- i) Checkbox fields ii) Password fields
- d) Write HTML to check of document submitted by student while admission. 4
5. Solve all the questions.
- a) Explain the features of EDI. 2
- b) Explain the Marque Tag in detail. 2
- c) Explain how to link to web sites. 2
- d) Explain the features of HTML tables. 2
