Roll No. ....

DD–1011

P. G. Diploma in Computer Application (Second Semester) EXAMINATION, 2020

ESSENTIALS OF E-COMMERCE AND HTML

(PGDCA–108)

Time : Three Hours

Maximum Marks : 100

Note : Attempt any *two* parts from each Unit. All questions carry equal marks.

Unit—I

1. (a) What is e-Commerce ? What are the impact of internet on traditional business ?

   (b) Explain business models in e-Commerce environment.

   (c) Write short notes on the following :

   (i) EDI

   (ii) FEDI

Unit—II

2. (a) What are the security policies available for security of data in web environment ?

   (b) Explain B2B2C and C2C e-Commerce in brief.

   (c) Write short notes on the following :

   (i) Encryption

   (ii) Digital signature

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Unit—III

3. (a) Explain any *four* special elements of HTML.

(b) Write the function of all table tags and write codes to design any table in HTML.

(c) Explain the following tags briefly :

(i) <SCRIPT>

(ii) Anchor tag

(iii) <Link>

(iv) <IMG>

Unit—IV

4. (a) Explain image insertion in a web page and explain attributes of an image.

(b) Write code to design a frame in a page.

(c) What is hyperlink ? Explain internal and external linking.

Unit—V

5. (a) Define static and dynamic webpage. Explain hosting and promotion of a website.

(b) Explain web space allocation.

(c) Write short notes on Search engine and write names of any *two* search engines.