

MAM
(SEM-VII) THEORY EXAMINATION 2018-19
WEB TECHNOLOGY

*Time: 3 Hours**Total Marks: 100***Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt *all* questions in brief.****2 x 10 = 20**

- a. What do you mean by Traffic sources?
- b. What is porting?
- c. Define e -Customer relationship management.
- d. What do you mean by Business Model?
- e. Differentiate between e-commerce and e-business
- f. What do you mean by digital signature?
- g. What is m-commerce?
- h. Differentiate between Debit and Credit cards?
- i. Explain Joomla.
- j. What do you mean by Meta Tags?

SECTION B**2. Attempt any *three* of the following:****10 x 3 = 30**

- a. What is Internet? Discuss the history of Internet.
- b. What is e-commerce? Differentiate between B2B, B2C and C2C type e-commerce.
- c. Define electronic payment system. Discuss its features and advantages.
- d. What do you meant by Security? Discuss the E-Commerce security plan.
- e. What do you mean by Table in HTML? WAP in HTML for creating row span and column span?

SECTION C**3. Attempt any *one* part of the following:****10 x 1 = 10**

- (a) What is Google analytics and how does it work?
- (b) Describe various web protocols.

4. Attempt any *one* part of the following:**10 x 1 = 10**

- (a) Briefly explain Peer to peer business model.
- (b) What is E – Governance? Differentiate between G2C, G2B and G2G.

5. Attempt any *one* part of the following:**10 x 1 = 10**

- (a) How Website can be used to improve business? Explain
- (b) What is On-line advertising? Explain the process of On-line advertising.

6. Attempt any *one* part of the following:**10 x 1 = 10**

- (a) Define data warehouse. Discuss the components of data warehouse.
- (b) Describe the key dimensions to e-commerce security.

7. Attempt any *one* part of the following:**10 x 1 = 10**

- (a) Explain HTTP protocol also discuss about web browser and web server.
- (b) What do you meant by HTML? Explain various tags that are used in HTML with example?