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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)

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.

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