

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

P. T. O.

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.