Sub Code:KMBIT02

Paper Id: 270363 Roll No: | | | | | | | | | | | | | |

MBA

(SEM-III) THEORY EXAMINATION 2019-20

WEB TECHNOLOGY & E-COMMERCE

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

Qno.	Question	Marks	CO
a.	Explain the scope of internet.	2	1
b.	Explain the use of web protocols.	2	1
c.	Explain the use of web commerce.	2	2
d.	Explain the use of peer to peer business model.	2	2
e.	What is marketing?	2	3
f.	What is branding?	2	3
g.	Explain the use of online payment.	2	4
h.	What do you know about worms in computing?	2	4
i.	What do you understand by CSS?	2	5
j.	How HTML is useful?	2	5

SECTION B

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

Qno.	Question	Marks	CO
a.	Explain the use of web in business. Also describe the latest trends seen in the field of Web world.	10	1
b.	Explain the usefulness of Web Commerce. Describe the emerging trends in the field of Web Commerce.	10	2
c.	Explain the use of marketing for selling the product. How digital model of business is affecting the way of doing marketing?	10	3
d.	What are the conventional modes of payment? How online payment mechanisms are changing the current business scenario?	10	4
e.	Explain the purpose of Web page and Web Site. Explain the attributes of good web site and also describe how it may affect the business.	10	5

SECTION C

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

Qno.	Question	Marks	CO
a.	Why do we need to plan? Explain the usefulness of different web development processes.	10	1
b.	What do you understand by data traffic? How data traffic may affect the business planning?	10	1

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

Qno.	Question	Marks	CO
a.	What do you understand by mobile commerce? How you will compare the mobile commerce of “amazon” and “flipkart”. Give explanation as per your experience.	10	2
b.	Explain the effect of Web Model on Indian government in last 20 years.	10	2

www.aktuonline.com

Paper Id: 270363 Roll No: | | | | | | | | | | | | | |

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

Qno.	Question	Marks	CO
a.	Describe the term Audience. Describe the manner in which behavior of Internet Audiences is affecting the business.	10	3
b.	Describe the different means of doing Internet communication. Explain the answer while considering the justification for making the business more effective and accurate.	10	3

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

Qno.	Question	Marks	CO
a.	Describe the difference between conventional banking and online banking. Explain your answer with examples while justifying the need of online banking in making the business of all domains simple.	10	4
b.	Describe the meaning of threats. Explain the kind of threats in terms of targeting different security goals.	10	4

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

Qno.	Question	Marks	CO
a.	Explain the use of "CSS" file. Justify the use of Web Page Coding should done while using external "CSS" file, instead of internal CSS.	10	5
b.	What do you understand by URL? How URL are different from is different from IP Addresses? Explain the process of domain registration.	10	5

www.aktuonline.com