PAPER ID-311692

Subject Code: RMBIT02

Roll No: | | | | | | | | | | | | |

MBA
(SEM-III) THEORY EXAMINATION 2020-21
WEB TECHNOLOGY & E-COMMERCE

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a.	Describe difference between HTTP and FTP?
b.	Define Data protection and privacy law?
c.	Differentiate between Credit card and Debit card?
d.	Explain about Electronic Catalog?
e.	Differentiate between Email Marketing and Social Media Marketing?
f.	Differentiate between Internet and Intranet?
g.	Define Digital Signature?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a.	Define web Based Project. Discuss the web development life cycle help of suitable diagram?
b.	Justify how can you insert frame set and write code of nesting frameset?
c.	Describe E-Commerce model in detail?
d.	Illustrate online marketing communication in detail?
e.	Classify the concept of Plastic Money and Digital Cash?

SECTION C

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

(a)	Describe the Sitemap of the website help of suitable example?
(b)	Evaluate the Scope of E-Commerce with the help of example?

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

(a)	Describe about E-Customer relationship management?
(b)	Define history of internet. And Explain the Role of Protocol?

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

(a)	Prepare an HTML Code for creating a student Registration Form?
(b)	Describe the need of Web Security for E-Commerce?

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

(a)	Compare between B2B, B2C, C2C and C2B in detail?
(b)	Describe the role and working of online pricing strategies?

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

(a)	Define how any website behaves like a marketing communication tool?
(b)	Describe About Online Banking System?