Sub Code:MAMIT02

Paper Id: 910082 Roll No: | | | | | | | | | | | | |

MAM
(SEM-VII) THEORY EXAMINATION 2019-20
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 demographics?
b. What do you mean by www?
c. What is e-commerce?
d. Define various Business Model?
e. Define concept of Digital cash.
f. Define online consumer behavior?
g. What is EDI?
h. Give the difference between Intranet and Extranet?
i. What is encryption?
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? How Internet can be used to improve business? Explain
b. Identify the unique features of e-commerce technology and their business significance.
c. Discuss the term Data Mining & Data Warehousing.
d. What is Online Banking? Explain different types of risks associated with Internet banking.
e. Explain the Client Server Architecture with the help of diagram?

SECTION C

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

(a) What is Google analytics and define the role of Google analytics in business?
(b) What is Protocol? Describe various web protocols.

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

(a) Briefly define scope and significance of web Commerce.
(b) What is Business Models? Differentiate between B2C, B2B andC2C.

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

(a) Define Online branding .How does a strong brand positively influence consumer
(b) Why your website is the most powerful communications and marketing tool? Explain.

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

(a) What is Web mining? What are the classification factors of web mining?
(b) Explain the Ecommerce Security Mechanism.

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

(a) What do you mean by website? Explain various steps to develop a website.
(b) What do you meant by HTML? Explain various HTML tags with example?

www.aktuonline.com

http://www.aktuonline.com