

Master of Computer Management (M.C.M.)-II (CBCS Pattern) Fourth Semester CBCS  
**PMCMT401 - E-Commerce and Web Designing Paper - I**

P. Pages : 2

Time : Three Hours



**GUG/W/18/10778**

Max. Marks : 80

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- Notes :
1. All the questions are compulsory and carry equal marks.
  2. Draw neat and labelled diagram wherever necessary.
  3. Avoid vague answers and write the answers relevant and specific to questions only.

**1. Either**

- a) Define E-Commerce. Explain the implements of E-Commerce. **8**
- b) Explain the concept of value Added services in detail. **8**

**OR**

- c) What is meant by EDI? Explain in detail its benefits. **8**
- d) Explain the following terms. **8**
  - i) Internet addressing.
  - ii) Internet Protocol.

**2. Either**

- a) What is HTML? Write the advantages and disadvantages of HTML. **8**
- b) Explain the following terms. **8**
  - i) Definition List.
  - ii) Nested List.

**OR**

- c) Define Hyperlink. Explain the creation of hyperlink with example. **8**
- d) Discuss in detail the classification of HTML tags. **8**

**3. Either**

- a) Explain basic table tags and their related attributes. **8**
- b) Discuss in detail about option processing and text area. **8**

**OR**

- c) Explain the following terms. 8
- i) Form Controls.
  - ii) Text Controls.
- d) Write a HTML code to demonstrate Image Tag with external images. 8

**4.** Either

- a) Explain, how the style sheets features are defined. 8
- b) What is XML? Explain in detail structure of XML documents. 8

**OR**

- c) Define DTD. Write in detail the benefits of the DTD. 8
- d) What is meant by Namespace? Explain Qualified name and unqualified name. 8

**5.** Attempt all the questions.

- a) Explain in brief about Search Engine. 4
- b) Write a difference between ordered and unordered list. 4
- c) Write a short note on Reset and Submit buttons. 4
- d) Write in short about occurrence indicators. 4

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