

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 and C2C.

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?