MBA
(SEM III) THEORY EXAMINATION 2017-18
WEB TECHNOLOGY & E-COMMERCE

Time: 3 Hours   *Total Marks: 70*

Notes:
- *Attempt all sections.*
- *Assume any missing data.*

SECTION A

1. Attempt *all* questions in brief.   (2x7=14)
   a. What is Web?
   b. What is e-government?
   c. What is the scope of E-commerce?
   d. What is HTML?
   e. What do you mean by sitemap?
   f. What is pchishing?
   g. What is the meaning of layout?

SECTION B

2. Attempt any three of the following.   (7x3=21)

   a. How goals and customers are to be set in google analytics?
   b. Give are detailed description of the various categories of e-business models.
   c. Describe the various tools used for internet advertising.
   d. What is form? list the elements of forms in HTML.
   e. What is e-Cheque? Write advantages and disadvantages.

SECTION C

3. Attempt **any one** part of the following: (7x1=7)

   a. Explain the working of public key encryption with its advantages and disadvantages.

   b. Describe the e-CRM. What are the meaning of E's in e-CRM?

4. Attempt **any one** part of the following: (7x1=7)

   a. List the components of e-payment system. and also describe the working of it.
   b. (i)Explain the services of online banking.(ii) What is link? how pages are linked internally and externally?

5. Attempt **any one** part of the following: (7x1=7)
   a. Write the difference between internet retailing and traditional retailing.
   b. Write a note on online branding strategies and online pricing strategy.

6. Attempt **any one** part of the following: (7x1=7)
   a. Give your comment on 'website as marketing communication tool'.
   b. Discuss about the framework of e-commerce with diagrams?Also discuss about the applications of e-commerce.

7. Attempt any *one* part of the following: (7x1=7)
   a. What are the six stages of custom dimensions and metric setup?

   b. Write a short note on JOOMLA. and its advantages and disadvantages.