

**Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore – 641 043**

**Master's Degree Examination - November 2017**

**Semester III**

**Class : II PG**  
**Major : MBA / MBA IT Organisation Administration**

**Time: 3 hours**  
**Max. Marks: 60**

**16MBAC22S /16MBMC22S Internet Programming for e – commerce**

**Part A**

**10 x 1/2 = 5**

**Choose the correct answer**

1. The Internet was originally a project of following which agency  
a. ARPA                      b. NSF                      c. NSA                      d. NASA
2. A Web site's front page /main page is called \_\_\_\_\_  
a. Browser Page              b. Search Page              c. Home Page              d. Bookmark
3. URL stands for \_\_\_\_\_  
a. unique reference label                                      b. uniform reference label  
c. uniform resource locator                                      d. unique resource locator
4. A \_\_\_\_\_ tag make a bulleted list with numbers in HTML  
a. <dl>                      b. <ol>                      c. <list>                      d. <ul>
5. Frames are used to divide the browser window into \_\_\_\_\_  
a. dependent segments                                      b. two dependent segments  
c. four independent segments                                      d. various independent segments
6. In CSS what does "color:red" can be called as \_\_\_\_\_  
a. selector                      b. rule                      c. declaration                      d. tag
7. \_\_\_\_\_ loop is used to iterate till a condition becomes true  
a. For Next loop              b. For Each Next loop              c. Do While loop              d. Do Until loop
8. \_\_\_\_\_ function converts an input string to all lowercase in VBScript  
a. LCase                      b. LowerCase                      c. Lower                      d. ucase
9. JavaScript is a \_\_\_\_\_ language  
a. Object-Oriented              b. High-level                      c. Assembly-language              d. Object-Based
10. JavaScript Statements are executed by \_\_\_\_\_  
a. Server                      b. JVM                      c. Compiler                      d. Browser

**Part B**

**5 x 4 = 20**

**Answer ALL questions**

**Answer should not exceed 200 words or one page**

11. a. What is meant by email? Explain advantages of using email (Or)  
b. Define internet service provider
12. a. Explain the MIME types (Or)  
b. Describe HTML lists with suitable example
13. a. Discuss how to create frames in HTML (Or)  
b. Identify the advantages and disadvantages of using frames
14. a. What are the differences between visual basic and VBScript (Or)  
b. Describe VBScript variables
15. a. Explain JavaScript operators in detail (Or)  
b. Explain the key Characteristics of JavaScript in detail

**Part C**

**5 x 7 = 35**

**Answer ALL questions**

**Answer should not exceed 600 words or three pages**

**Question No.20 is compulsory**

16. a. Briefly explains the effectiveness of DNS and directory services (Or)  
b. Describe the importance of hypertext transfer protocol (http) in internet
17. a. Explain briefly how inserting images in HTML documents (Or)  
b. Explain the table tags of implementing in HTML file
18. a. Explain briefly how to add video and audio in web page (Or)  
b. Describe the impact of CSS in web page
19. a. Briefly explain VBScript various data types and their usages (Or)  
b. Describe date and time functions in VBScript

**Compulsory :**

20. Design a dynamic web page for a college environment using hyperlink, images, tables, forms and all formatting tags.
  - Create Alumni registration form
  - Display faculty profile
  - Display fee structure of course

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