

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore – 641 043**

**Master's Degree End Semester Examinations, November 2018
Semester – III**

**Class : II PG
Major: M.B.A. IT Organization Administration**

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

**17MBMC23S – Internet Programming for e-Commerce
PART – A (10 * ½ = 5 Marks)
Choose the correct answer**

1. The dimension of e-Commerce that enables commerce across national boundaries is called (a) Interactivity (b) Global reach (c) Richness (d) Ubiquity
2. Electronic Data Interchange uses which of the following to allow the computers of two different companies to 'talk' to one another? (a) Application software (b) Interaction software (c) Translation software (d) None of these
3. The first page of a website is called (a) Design page (b) Home page (c) First page (d) Main page
4. connects web pages. (a) Connector (b) Link (c) Hyperlink (d) None of these
5. A small version of an image is called a (a) Clipart (b) Bitmap (c) Portable network graphic (d) Thumbnail.
6. is any combination of text, graphic art, sound, animation and video delivered to by computer or other electronic devices. (a) Multimedia (b) Network (c) Hypermedia (d) Visual media
7. For, it needs to reapply style information throughout the document and outside documents. (a) External style sheets (b) Document wide style (c) Inline style (d) All of these
8. XML stands for (a) eXtra Multi Language (b) eXperimental Mark-up Language (c) eXtensible Making Language (d) eXtensible Mark-up Language
9. JavaScript's type includes numbers, strings or text and Boolean truth values. (a) Standard (b) Variable (c) Object (d) Primitive.
10. VB Script is provided by (a) IBM (b) Sun Microsystem (c) Microsoft (d) Google

PART – B

(5 * 4 = 20 Marks)

Answer ALL Questions.

Each answer should not exceed 200 words or one page

11. (a) What are various categories of E-Commerce?
(OR)
(b) What is 'E-Shopping'? State its objectives.
(c)
12. (a) Bring out basic elements of HTML.
(OR)
(b) Mention the popular images formats for Internet.
13. (a) Give the steps for creating frames.
(OR)
(b) Write short notes on: (i) Radio Buttons and (ii) Check boxes
14. (a) What is web page? How do you create web page?
(OR)
(b) Briefly explain the following: (i) API and (ii) XML Schema.
15. (a) Briefly explain about the server side JavaScript.
(OR)
(b) What are important Data Types in VB Script?

PART – C

(5 * 7 = 35 Marks)

Answer ALL Questions.

Each answer should not exceed 600 words or three pages.

Question No. 20 is Compulsory.

16. (a) Describe the Advantages and Disadvantages of E-Commerce.
(OR)
(b) Explain the steps involved in the process of Web Publishing.
17. (a) What are the basic Table Tags and their related attributes? Explain.
(OR)
(b) What is Hyperlinks? How do you create links to web pages? Bring out the various types of URLs that can be used in the links.
18. (a) Highlight the benefits of Multimedia in detail.
(OR)
(b) Design a web page for an individual person.
19. (a) Define 'style sheets'. Explain the features of adding style to documents.
(OR)
(b) Write a program for online payment using VB Script.

20. Compulsory Question:

Design a Web Page for Online Mobile store using various options and tags.