XY-139

April-2013

Five Years M.Sc. (C.A. & I.T.) Integrated (K.S.)

Fourth Year MCA

E-Commerce

Time : 3 Hours]   **[Max. Marks : 100**

1. (a) Answer any **two** :   **2 × 5 = 10**

    (1) Write down the advantages and disadvantages of e-commerce.

    (2) Explain e-mail protocols in detail.

    (3) Explain Finger, Ping and Tracert commands.

  (b) Explain/Define the following :   **5 × 2 = 10**

    (1) Vertical Integration

    (2) Transaction Cost

    (3) Domain Names

    (4) Extranet

    (5) Protocol

2. (a) Write short note on : (any **two**)   **2 × 5 = 10**

    (1) SSL Protocol

    (2) Digital Certificate

    (3) Firewalls

  (b) Define :   **5 × 2 = 10**

    (1) Eaves dropper

    (2) Session and Persistent cookies.

    (3) Java Sandbox

    (4) Steganography

    (5) Merchant Bank

3. (a) Answer any **two** :   **2 × 5 = 10**

    (1) Write a short note on payment acceptance and processing.

    (2) Explain with proper example Digital Content Revenue Model.

    (3) Write a short note on Market Segmentation along with proper examples.

(b) Explain/Define the following : **5 × 2 = 10**
  (1) Emotional Branding
  (2) Server side e-wallet
  (3) Smart card
  (4) Affiliate Marketing
  (5) Search Utility

4. (a) Define : **5 × 2 = 10**
  (1) Contract Purchasing
  (2) Direct connection EDI
  (3) Yankee auctions
  (4) Liquidation brokers
  (5) Meetups

   (b) Answer the following : **2 × 5 = 10**
  (1) Write a short note on Response object alongwith any five methods.
  (2) Write a note on Environment variables.

5. (a) Write ASP script for the following : **15**

   Give manager the flexibility to cancel/delete the employee information. Let him login to the site using his username and password and display the employee information and then delete the record. Check for blank fields and also check for correct username and password.

   Table Name : Employee

   Fields : Emp-id, Emp-name, e-mail, Salary, Designation

   (b) Answer the following : **5**
  (1) What is the difference between Get and Post method ?
  (2) What does the recordset object do ?
  (3) What property of Recordset object can be used to set the Cursor location ?
  (4) What kind of datatypes can a cookie not store ?
  (5) What does HTTP_REFERER do ?

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