NO3ADS

Marks: 75   **Time: 2 1/2 Hours**

Note: i) Q.1 and Q.2 are compulsory.
     ii) Figures right indicate marks.

Q.1 Answer in short. (Any 5)   **(15 marks)**
   1) M-Commerce
   2) Encryption
   3) Portal
   4) E-tailor
   5) Content Provider
   6) HTML
   7) SSL

Q: 2 a) Design the following HTML Table.   **(8 marks)**
             Admission 2014-15

Course	OC	BC	MBC	TOTAL
Computer Science	9	18	7	34
Commerce	14	25	5	44
Mathematics	11	19	4	34
Physics	19	19	41	79
Chemistry	20	30	11	61

b) Write HTML program for the following.   **(7 marks)**

i)   Insert any image in the center of the page.
ii)   "Welcome" as heading to the web page in red color and center alignment.
iii)   Apply Proper title to the web page

Q:3 a) Explain various data types in MS Access.   **(8 marks)**
    b) What is a Style Sheet? What are the advantages of CSS?   **(7 marks)**

                              OR
Q:3 a) Explain following Business Models in E-commerce.   **(8 marks)**
   i)   Advertising   ii) Subscription
   iii)   Transaction fee   iv) Service Provider
    b) What is ERP? What are its advantages?   **(7 marks)**

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Q:4 a) What are the advantages of DBMS. **(8 marks)**
b) Explain E-commerce security measures. **(7 marks)**

OR

Q:4 a) What is Ecommerce? Explain advantages of Ecommerce. **(8 marks)**
b) Explain the characteristics of MIS **(7 marks)**

Q:5 Short notes (3 out of 4) **(15 marks)**
a) Limitations of DBMS
b) Explain <ol> tag with proper syntax, purpose & example
c) Debit Card & Credit Card
d) Digital signature

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