20-04-2023

Reg. No.											

Question Paper Code	11785

B.E. / B.Tech. - DEGREE EXAMINATIONS, APR/MAY 2023
Eighth Semester
Information Technology
IT8005 – E-COMMERCE
(Regulations 2017)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)
Answer ALL Questions

Marks, K-Level, CO

1. Outline the syntax for creating hyperlinks in website.   2,K1,CO1
2. Construct style with CSS in a simple way.   2,K1,CO1
3. Name the importance challenges of e commerce.   2,K2,CO2
4. Write the use of system design specification in e commerce.   2,K2,CO2
5. Define botnet.   2,K1,CO3
6. How hash function is used in public key encryption?   2,K1,CO3
7. Infer about social marketing.   2,K1,CO4
8. Define Geo fencing.   2,K2,CO4
9. How B2C segmentation works?   2,K2,CO5
10. List the usage of Woo Commerce.   2,K2,CO5

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

11. a) Design a college website using CSS and Explain its features.   13,K2,CO1

OR

b) Design a web page given below HTML5.   13,K2,CO1

Name	
EMail	
Zip Code	
Country	[choose yours] ⌄
	Submit

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **11785**

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12. a) Compare the costs for system development and system maintenance. Which is more expensive, and why? *13,K3,CO2*

OR

b) Develop a mobile app for any E commerce application. Analyze the advantages and disadvantages of mobile app design. *13,K3,CO2*

13. a) Classify and explain the different security threats in e commerce environment. *13,K3,CO3*

OR

b) Analyze the mobile Payment market place and explain in detail. *13,K3,CO3*

14. a) List and briefly explain the basic Facebook marketing tools. *13,K4,CO4*

OR

b) Analyze the Ethical, Social, Political issues in E commerce with example. *13,K4,CO4*

15. a) Evaluate the categories of E commerce business model. *13,K4,CO5*

OR

b) Explain the step by step procedure involved in developing a new product with open cart platform. *13,K4,CO5*

PART - C (1 × 15 = 15 Marks)

16. a) Create a HTML document that as five frames. There must be two rows of frames, the first row with three frames and second row with two frames. The frame in the first row must have equal width. The left frame in the second row must be 50 percent of the width of the display. The left top frame must have two text boxes, each 30 characters wide, labeled as Name and Department. The middle top frame must have five radio buttons, labeled with ice cream flavors. The right top frame must have four check boxes, labeled with mobile series. The bottom left frame must display the name of your friends. Each name in the bottom left frame must be a link to a document that is displayed in the bottom right frame when the link is selected. The documents in the bottom right frames are short descriptions of our friends. The bottom frame must occupy 40 percent of the height of the display. *15,K3,CO6*

OR

b) Appraise the eight most important factors impacting website design, and how do they affect a site's operation. *15,K3,CO6*

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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