

Cutting, Overwriting, Erasing, Fluid painting and use of Lead Pencil will earn no marks.
Write answer of the Question No.1 and 2 on this sheet and handover it to the supervisory staff of examination within first 35 minutes.

Time Allowed: 35 Minutes

(OBJECTIVE PART)

Max. Marks: 32

Sign of
Supdt.

1- a) Encircle the correct answer:

1x8

i) What is Web Server?

- a) Computer that delivers web pages b) Computer that is big
c) Computer tat is fast d) None of above

ii) Application gateway firewall_____.

- a) Cannot back any outgoing HTTP or FTP requests
b) Cannot block any outgoing HTTP but not FTP requests
c) Cannot block any outgoing HTTP or FTP requests
d) Can block any outgoing HTTP or FTP requests

iii) DoS stand for _____.

- a) Disk Operating System b) Denial of Services c) Do or Stand d) Disk Out System

iv) E-Commerce site must provide_____.

- a) Transaction Processing b) Shopping Cart Capabilities
b) A Catalog Display d) All of the above

v) IDS stands for _____.

- a) Intrusion Defense System b) Intervention Detection System
b) Intervention Defense System d) Intrusion Detection System

vi) Password attacks are basically a result of _____.

- a) Back Door b) Sniffing c) Eavesdropping d) None of the above

vii) Processing of HTML code on the client side and webpage request on the server.

- a) One Tier Architecture b) Two Tier Architecture
c) Three Tier Architecture d) N Tier Architecture

viii) In case mouse moves over a link, _____event will be detected.

- a) On Mouse Over b) On Roll Over c) Over Mouse d) None of the above

b) Encircle True or False:

1x4

i) Telnet is an application that allows you to log on to a remote computer that is attached to the internet.

True \ False

ii) Ping stands for packet internet groper.

True \ False

iii) FTP stands for file transfer procedure.

True \ False

iv) Active X is an object called a control that can encapsulate programs that web designer's place on webpages.

True \ False

c) Fill in the blank meaningfully:

1x4

i) _____which are known collectively by the acronym TCP/IP.

ii) The set of marketing tools that the firm uses to pursue its marketing objectives in the target market is called

a(n) _____.

iii) _____type of ad appears on top of webpage.

iv) The first step in the SDLC is _____.

2- Give short answers to the following questions:

2x8

i) What are transaction costs and why are they important?

ii) Why should a banner ad have the smallest file size possible?

iii) What is a Rate Card?

iv) What are the Usability related Goals of an E-commerce site?

v) How does an e-mail help on online merchant provide good customer service?

vi) How does business to business model compare to the business to customer model?

vii) What are the components of an Electronic Data Interchange (EDI) Message?

viii) What is the fastest way to establish an online presence?

Attempt **FOUR** Questions in all. All Questions carry equal marks.

SUBJECTIVE PART

- 3- What is E-Commerce? Difference between Traditional Commerce and Electronic Commerce. 5, 12
- 4- Define Internet. Explain TCP/IP. Difference between intranet and extranet. 3, 7, 7
- 5- What advantages and disadvantages are there to having an independent ISP host a website?
Discuss the two most important measures of a Website's performance. 9, 8
- 6- List disadvantages of hosting your commerce site on a host that is free. What is missing from their services that would make your job as an online entrepreneur more difficult?

Describe in a paragraph the differences between basic electronic commerce software and midrange electronic commerce software. Discuss at least four differences and give examples of each type of software. 8, 9
- 7- Define ERP, Explain Business Integration with ERP System. 5, 12
- 8- Write notes on: 6, 6, 5
a) CRM Strategies
b) SCM strategies
c) Web browser Functions