

Q.1a) Fill in the blanks

(05)

1. _____ is used to print output in C program
(printf, for)
2. E-commerce is popularly known as _____
(Electronic commerce, Electronic commerce)
3. Converting plain text into cipher text is known as _____
(encryption, Conversion)
4. #include <stdio.h> is known as _____
(header file, variable)
5. _____ is mode of online payment
(credit card, ATM card)

Q.1b) State True or false

(05)

1. Subscription is revenue model of e-commerce.
2. FOR is keyword in C program.
3. WWW stands for world wide web.
4. tag is used to give underline effect to text.
5. .jpg is extension of HTML.

Q.1c) Match the following

(05)

A

B

- | | |
|-----------------|-----------------------------------|
| 1. Integrity | a) relational operator in C |
| 2. Credit card | b) feature of e-commerce |
| 3. Global reach | c) control structure in C |
| 4. >= | d) security element of e-commerce |
| 5. If | e) online payment mode |

Q.2 a) What are the advantages of e-commerce? explain in brief

(08)

b) Explain security elements of e-commerce

(07)

OR

c) Write C program for addition and multiplication

(08)

d) Write and explain all physical tags in HTML

(07)

Q.3 a) Explain features of e-commerce

(08)

b) Explain credit card, debit card and ATM card

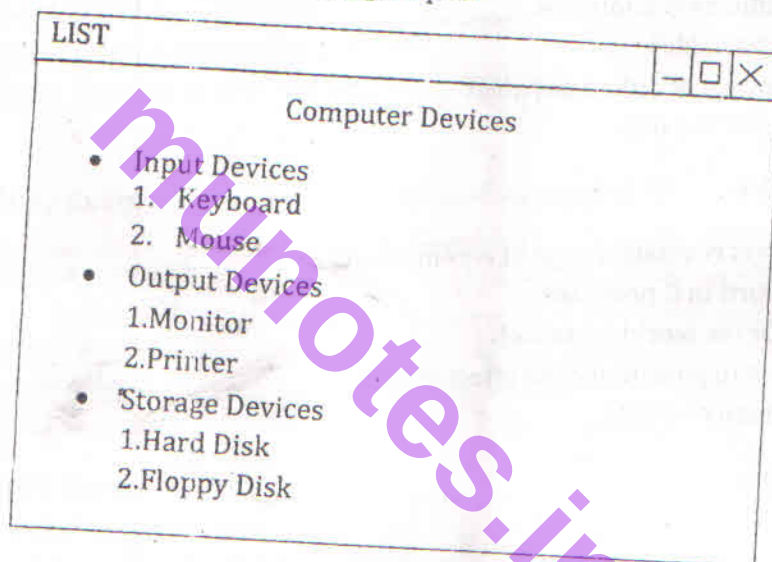
(07)

OR

- c) Explain table tag and its attributes with example (program) (08)
- d) Write a C program to calculate income tax (07)
- Q.4 a) Explain value-chain(SCM) (08)
- b) Explain Advertising, Subscription and sales revenue (07)

OR

- a) Write syntax of IF, nested IF.....else, For loop and Switch case (08)
- b) Write HTML code for following output:- (07)



Q.5 Write short notes(any 3)

1. Confidentiality and authentication
2. Basic HTML tags
3. E-commerce
4. Font tag
5. Arithmetic and relational operators in e-commerce

(15)