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Subject - E-commerce

Explain the components and elements of internet services?

Internet Connection Components :-

a) DSL Modem → This converts digital signals into analogue signals that are suitable for sending over a telephone line.

b) DSL Broadband Filter :-

Used to filter out DSL signals from telephone signals so that you can access the internet and use the telephone simultaneously.

c) Firewall and NAT Router :-

A firewall functions like a router except that it blocks traffic from the external network according to user configured rules.

d) Computer Firewall ! →

This firewall is less secure than the one built into your router but it is normal to leave it enabled on your computer.

e) ICS ! →

Internet Connection Sharing allows you to share an Internet connection with other computers on a local home network.

f) Network Hub ! →

A hub connects two or more computers together.

g) Network Bridge ! →

A bridge connects two network segments together and is a selective repeater.

Q2) Explain the concept of online publishing and strategies for online advertising?
Ans- Concept of online publishing is also known as web publishing. It is a process of publishing content on the internet. It includes creating and uploading websites, updating web pages, and posting blogs online.

The publish content may include text, images, videos or other types of media.

In order to publish content on the web you need three things

- a) web development software.

- b) An Internet connection

- c) A web server.

* Strategies for online Advertising :-

A) Web design → your website is one of the most essential parts of your business. It's your home online and where many potential customers will turn for information about your products.

In many cases your website will be the first impression your business makes on members of your target audience.

B) Search Engine Optimization :->

Your website can be a great marketing tool - but only if your potential customers can find it.

The best way to make this happen is with search engine optimization or SEO. By investing in SEO you can improve your website in way that help it rank well on search engines.

C) Pay - Per Click Advertising :->

Pay - Per Click or PPC is an online advertising model that allows you to place ads in search engine results for specific keywords. While SEO takes on earning ranking through content and optimization, PPC essentially lets you pay for placement for your target keywords.

D) Social Media Marketing :->

Social media sites like Facebook, Twitter and Instagram present huge opportunities to reach and connect with your target audience. That's why these sites are quickly

becoming some of the best way to advertise online.

Content marketing :-

Content marketing is a great way to indirectly advertise your business to consumers by providing them with helpful or interesting information. You can create content in the form of blogs, videos, infographics and virtually any online format.

Email marketing :-

Email marketing is one of the oldest forms of digital marketing but still one of the most effective advertising strategies and marketing techniques. When you use email you can reach individual members of your target audience directly in their inboxes.

Q3] What are the advantages and disadvantages of XML?

Advantages of XML :-

- 1) XML uses human, not computer, language. XML is readable and understandable even by novices.
- 2) XML is completely compatible with Java and 100% portable.
- 3) Any application that can process XML can use your information regardless of platform.
- 4) XML is extensible. Create your own tags or use tags created by others.

* Dis Advantage : →

- 1) XML Syntax is verbose and redundant compared to other text-based data transmission formats.
- 2) The redundancy of syntax of XML causes higher storage and transmission cost when the data is large.
- 3) XML doesn't support binary.
- 4) XML file size are usually very large due to its verbose nature.

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* Applications: →

- 1.) Wireless Markup Language (WML) based on XML is a markup language intended for devices that implements the wireless application.
- 2.) XML News is a set of specifications for exchanging news objects such as stories, images or audio clips.
- 3.) XML can work behind the scene to simplify the location of HTML documents for large web sites.
- 4.) XML can be used to exchange the ~~data~~ information between organizations and systems.
- 5.) XML can be used for offloading and reloading of database.
- 6.) XML can be used to store and exchange the data which can customize your data handling needs.