

Engineening College Bikaner

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Subject - E-commerce

Explain the componets and elements of

Intoshet Connection Components:

DSI modem -> This converts digital signals

1 nto analougue signals that

olde suitable for sending over a telephone

11 ne.

DS21 Broadband Filter !->

38-

Void to filter out D32 signals tem

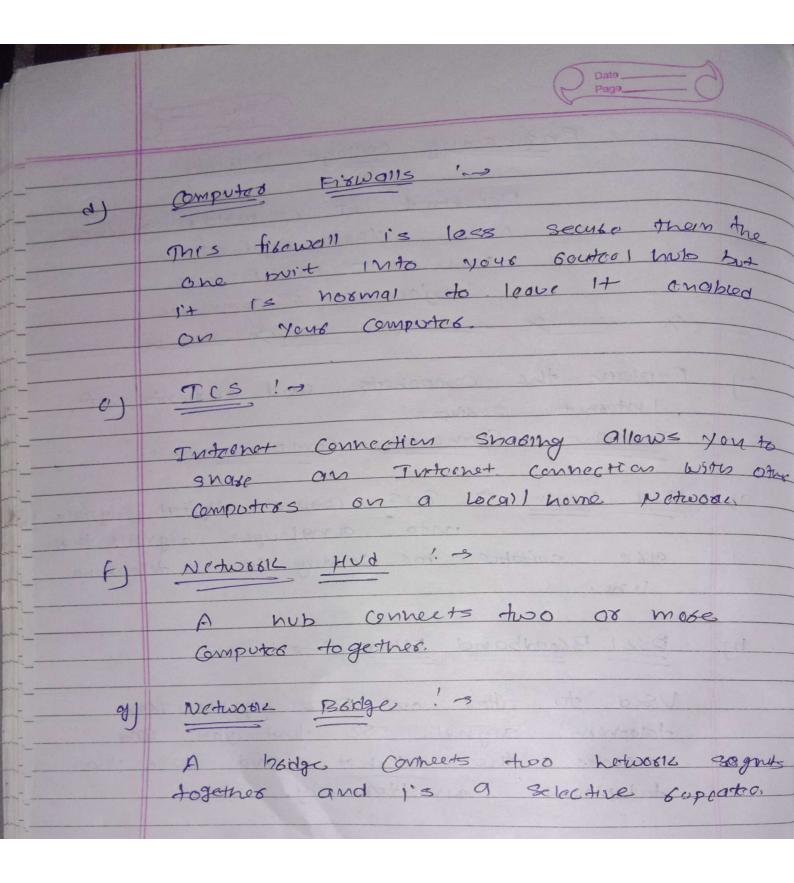
terophene signals so that you can

access the internet and use the

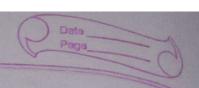
telephone simultaneously.

Figewall and NAT Routes : ->

A fiberwant tunctions in a bouter a courter of the extremal network according to use configured rules



Explain the conept of online publishing 02) and steategies for online advertising? concept of online publishing is also unoun US wob publishing. It is a A process of publishing content on the internet. It includes country and uploading wobsites, updating wobpages, and posting blogs online. The publish antent may include text, images, videos os other types of media. In Obder to publish Contant on the was vou need these tungs as web development sof twater b) An Internet connection a A web sours. * Stagtogies too online advissing : Web dosign & your website is one of the most essential Parts of your business. It's your home online and where many potential Constance leill tuen for intermation about your products. In many cases your wobsite will be the first improssion your business makes on members of your target audience.



B) Seach Engine appendique :

Most website can be a great
most conty to your
potential customes can find it.

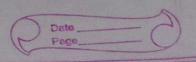
The best way to make this
happen is with seen engine appropriate
Of SEO. By Investing in SEC you
help it sank website in way to
help it sank wall in seech engine

Pay - Pox Click Advertising '3

Pay - Pos Clica of PPC 1's an online advertising model that allows you to place ads in seach engine sesuit to a sepertic linguised. where security on easing sampling through Content and appropriation, PPC assentially less you pay for placement for your target linguised?

Social media madreting '-

Social media Sitas like Facebour,
Thurstes and Thistogon present huge
oppositunities to searly and Connect
with your tagget and audiene.
That is any these sites are quickly



becoming some of the best way to advertise online.

content masketing ! -

Content masketing is a good way to indiscetly adverties your business to consumers by providing them with helpful as interesting internation.

You can corate content in the toom of blogs videos, infographics and wisterly any online formate.

Fmart Mushating :-

Forms of digital madrang but still one of the most effectue adesting strangues and madacting techniques.

When you use amoin you can began individual members of your tables inhors.

By what ask the advantages and dis-

Advantages of xmz:

Date Page

	Page
J -	man uses human, not compoted undesstandable auch by novices
2)	AMI 1'3 Completly Compatible with Java
3)	Any application that can Peace
y	2M) is
*	own tage of use tags weated Dis Advangta:
2)	compassed to other text -based data The sedudancy of synthese Causes
3)	Cost when the stronge and tours poston The data is large The size as usually used tours poston the to 1st verbose nature

	Page
×	Applications:
	wiseless maskup language (umi) based on xmi is muslup language (umi) based intended for devices that implements one wiseless application.
2)	for exchange news objects such as 3 tobics, mg. ob adulto clips
3)	Simplify the cocation of HTM2 document for large web sites.
4)	TM2 can be used to exchange the information between ageanization and systems.
5)	and beloading of data hase.
6)	afformine your data handing needs