

Suggation of E-Commerce and Web Engineering-540207
B.Sc (Hons.) in CSE Part-4,
7th Semester Examination- 2024

1. (a) What is E-commerce ?What are the different types of E-commerce?
- (b) What is E-commerce ?What are the different types of E-commerce?
- (c) What is a firewall and how is it important in an E-commerce transaction?
- (d) Describe basic payment methods commonly used in E-commerce system?
2. (a) What is tag ? Briefly explain different uses of <meta> and <link> tag. What is HTML attributes HTML elements.
- (b) Write down the HTML code to design the following menu:

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; padding: 2px 10px;">Logo</div> <div style="border: 1px solid black; padding: 2px 10px;">Search box</div> </div> <p style="text-align: center; margin-top: 5px;"><u>Company Name</u></p>			
Navigation	Link_2	Link_3	Link_4
Link_1			
Banner Image (Back ground) <div style="border: 1px solid black; height: 100px; margin-top: 10px; position: relative;"> <div style="position: absolute; top: 5px; left: 5px;">Main content</div> <div style="position: absolute; bottom: 5px; left: 5px;"> <div style="border-top: 1px dashed black; height: 10px; width: 100%;"></div> <div style="border-top: 1px dashed black; height: 10px; width: 100%;"></div> </div> </div>			

- (c) Compare different style sheet approaches . Which one is best and why?
- (d) Write down the basic structure of a website .Which components are needed to create a fully dynamic webpage?

3. (a) How to insert comments in HTML, PHP, JavaScript and CSS? Give example.
- (b) Identify HTML elements that you can use inside the <head> </head> elements and describe what they are used for.
- (c) Write down the HTML and CSS code to design the following menu:

Header		
Image 600*400		
		Content
		Area
Date:	Wellcome	Page:1

- (d) What is CSS selector and class selector? Describe with example.
4. (a) What is the difference between web browser and web servers? Write down the basic structure of a website.
- (b) Which components are needed to create a fully dynamic webpage?
- (c) Define the terms hosting, cloud, AdSense, Analytics, Hummingbird, Panda.
- (d) Why is SEO used? Which is better on page SEO or off page SEO? Explain with Diagrams.