

University of Sargodha

M. Sc. 3rd Term Exam 2016.

Subject: I. T

Paper: E-Commerce Applications Development (IT-4746)

Time Allowed: 2:30 Hour

Maximum Marks: 80

Note: Objective part is compulsory. Attempt any four questions from subjective part.

Objective Part (Compulsory)

- Q.1. Write short answers of the following in 2-3 lines each. (16x2)
- ✓ i. Write the features that Amazon.com provides to its users.
 - ✓ ii. What is the difference between framework and design patterns?
 - ✓ iii. What are some famous e-commerce applications?
 - ✓ iv. Write down default Username, Password, Server Name for Localhost?
 - ✓ v. Define Template.
 - ✓ vi. What are Cookies?
 - ✓ vii. What is Dashboard?
 - ✓ viii. What is Automated Deployment?
 - ✓ ix. What is the role of Courier companies in E-Commerce?
 - ✓ x. What are return policies?
 - ✓ xi. What type of information is provided in the footer of a website?
 - ✓ xii. What is the role of domain name registrars?
 - ✓ xiii. What is role of social media in E-commerce?
 - ✓ xiv. What is 404 error?
 - ✓ xv. What are voucher codes?
 - ✓ xvi. What is tracking?

Subjective Part (12 x 4)

- ✗ Q.2. Write detailed note on connection class. What is its importance in Ecommerce?
- ✓ Q.3. Write a comprehensive note on Juniper Theatricals?
- ✓ Q.4. Give suggestions to improve security of E-commerce sites.
- ✓ Q.5. Write detailed note on checkout process steps involved in it.
- ✓ Q.6. Describe in detail Singleton design pattern and write down its pros and cons.
- ✓ Q.7. (A) Write note on different types of payment methods.
(B) Why do people subscribe on E-commerce sites? What is its role in promoting an E-commerce site?