Seat					
No.					
	M. C. A. (Co	— mmerce and Manag	geme	ent) Part I (Seme	ster - II)
		Examination,	Apri	1 - 2024	
		Paper CC201 : W	eb Te	echnology	
		Sub. Code	: 81	159	
Day a	and Date: Thurso	day, 09/05/2024			Total Marks: 70
Time	: 2.30 p.m. to 5.3				
Instr		Question No. 1 and Que			
		Attempt any three ques	tions	from Question No.	2 to Question
	3) F	Figures to the right ind	licate	s full marks.	
					[0]
	Multiple Choice				[8]
1)	Thetag	specifies the location of	f the e	external map file.	
	A) <hred>.</hred>		B)	<a>.	
	C) .		D)	 .	
2)	From which tag t	he descriptive list starts?	?		
	A) <ll></ll>		B)	<dd></dd>	
	C) <dl></dl>		D)	<ds></ds>	
3)	Which property i	is used to change the bac	kgrou	and color?	
-)	A) background-o			color:	
	C) bgcolor:		D)	All of these	3/2
4)	, .	OT a data type in Javascri			
4)		of a data type in savaseing		boolean	
	A) var				
	C) undefined			float	
5)	Function in PHP	which starts with(wn as
	A) Magic Funct	ion	B)	Inbuilt Function	

C) Default Function

D) User Defined Function

6)	The attribute of the FORM tag collects form data.								
	A)	METHOD	B)	ACTION					
	C)	FORM D) FORMSET							
7)	Arı	Array with string index in PHP is called as							
	A)	numeric array	B)	string array					
	C)	associative array	D)	generic array					
8)	Wł	nich of the following is NOT a session for	unct	ion?					
	A)	session_decode	B)	session_destroy					
	C)	session_id	D)	session_pw					
Q. 2	a)	What is HTML? Write and explain the	struc	cture of HTML Program.	[7]				
	b)	Define List. Describe different types o	flis	ts with examples.	[7]				
Q. 3	a)	Explain different types of cascading sty	les '	with suitable examples.	[7]				
	b)	What is Text Formatting in CSS? Expla	in w	ith an example.	[7]				
Q. 4	a)	List and explain the Control structures with a suitable example used in PHP.							
		What are the types of arrays supported by PHP? Explain with an example.							
0.5									
Q.J		Explain the process of connecting database with PHP application. List and explain the string functions in PHP.							
					[7]				
Q. 6		Explain < form > tag along with their att			[7]				
		Explain about Function definition, Function calling, Function parameter,							
		return type with a suitable example in Ja	ivas	cript.	[7]				
Q. 7	Write Short Notes on (Any Four): [20]								
a)	DIV and SPAN tags in HTML								
b)	BO	X Model							
c)	Dif	ferentiate GET and POST methods							
d)	Dat	a types supported by PHP							
e)	file	uploading in PHP							
f)	Med	1edia tags							

		Total No. of Pages: 2
Seat		
No.	M C A (COMMERCE)	CBCS (Part -I) (Semester - II)
		ion, April - 2024
		RUCTURE (DT)
		Code: 81160
Day and	d Date : Friday, 10/05/2024	Total Marks: 70
Time:	2.30 p.m. to 5.30 p.m.	
Instruc	tions: 1) Q. 1 and Q. 7 are co	ompulsory.
		questions from Q. 2 to Q. 6.
	3) Figures to the righ	t indicates full marks.
0.1 M	ultiple Choice Question	[8]
	Which of the following is a linear	
- /	a) Array	b) AVL Trees
	c) Binary Trees	d) Graph
2)	·	I on an empty stack, what is the condition called?
	a) Overflow	b) Underflow
	c) Garbage value	d) Syntax Error
3)	Which of the following data stru-	ctures is used in recursion?
	a) Stack	b) Queue
	c) Linked list	d) All of these
4)	A data structure in which elemen	ts can be inserted or deleted at/from both ends but
	not in the middle is	
	a) Queue	b) Circular queue
	c) Dequeue	d) Priority queue
5)	In linked list each node contains a store the data and second field is .	a minimum of two fields. One field is data field to
	a) Pointer to character	b) Pointer to integer

d) Node

c) Pointer to node

	6)	Suppose the numbers 7, 5, 1, 8, 3, 6, 0, 9, 4, 2 are inserted in that order into an empty binary search tree, what is the in-order traversal sequence of the resultant tree?								
		a)	7510324689	b)	0243165987					
		c) 0123456789 d) 9864230157								
	7)	A parenthesis checker program would be best implemented using								
		a)	List	b)	Queue					
		c)	Stack	d)	Any of the above					
	8)	Dis	sk allow random access to any file bl	ock	in					
		a)	Direct Access Methods	b)	Sequential Access Methods					
		c)	Logical Access Methods	d)	Indexed-sequential Access Meth	ıods				
Q. 2	De	fine	Data structure and explain the imple	eme	ntation or rational number as					
	a da	ata s	structure.			[14]				
Q. 3	a)	Define stack. Describe different operations on Stack with an example. [07]								
	b)) What is priority queue? Explain priority queue in detail.								
Q. 4	a)	List and explain different applications of lined list. [0								
	b)	Illu	ustrate the representation of binary to	ree i	n detail.	[07]				
Q. 5	Wh	at is	s linked list? Identify the different ty	pes	of linked list with	[14]				
	the	suit	table example.							
Q. 6	a)	Exp	plain different collision resolution to	echn	iques used in hashing.	[07]				
	b)	De	scribe the concept of Multi-Key file	org	anization and access methods.	[07]				
Q. 7	Wr	ite	short Notes on. (Any Four)			[20]				
a)	Lin	ear	data structure							
b)	Ap	plica	ations of Stacks		* *					
c)	Thr	ead	ed binary tree							
d)	Has	sh Ta	able							
e)	Sec	uen	ntial access file organization							

			Total No. of Pages: 3
Seat		,	
No.		3 *	
	M.C.A	A. (Commerce) (CBC	S) (Semester - II)
		Examination, Apr	ril - 2024
		Big Data Manageme	ent (BDM)
		Sub. Code: 81	1161
Day and	d Date : Saturday	, 11/05/2024	Total Marks: 70
Time: 2	2.30 p.m. to 5.30 p),m,	
Instruc	tions: 1) Q. 1	and Q. 7 are compulsor	y.
	2) Atte	empt any three questions	from Q. 2 to Q. 6.
	3) Figu	ires to the right indicate	e full marks.
Q.1 M	Iultiple Choice Q	uestions.	[8]
1)	Data in	bytes size is called big	data.
	a) Mega	b)	Giga
	c) Tera	d)	Peta
2)	In Big Data envir	conments, Velocity refers.	
	a) Data can arri	ve at fast speed	
	b) Enormous da	ntasets can accumulate wi	thin very short periods of time
	c) Velocity of coprocessed	lata translates into the an	nount of time it takes for the data to be
	d) All of these		
3)			programming model used to develop s massive amounts of data.
	a) MapReduce	b)	Mahout
	c) Oozie	d)	All of these
4)	HBase is	defines only column fa	milies.

a) Row Oriented

c) Fixed Schema

b) Schema-less

d) All of these

5) Which of the following function is used to read data in PIG?	
a) WRITE b) READ	
c) LOAD d) None of these	
6) Which of the following data types is supported by Hive?	
a) map b) record	
c) string d) enum	
7) Which of the following are the simplest NoSQL databases?	
a) Key-value b) Wide-column	
c) Document d) All of these	
8) MongoDB support cross platform and is written in language.	
a) Python b) C++	
c) R d) Java Script	
	[7]
Q. 2 a) Define Big Data and explain the different benefits of Big Data Management.	
b) Explain different Hadoop daemons in detail.	[7]
Q.3 a) Explain Map-Reduce Architecture in detail.	[7]
b) What is HDFS? Identify different operations of HDFS.	[7]
O. 4 a) Explain different features of Pig.	[7]
1. Sac schome in Pig? Explain with suitable example.	[7]
	[7]
Q.5 a) Explain architecture of Hive in detail.	[7]
b) Explain different storage model available in Big data.	
Q. 6 a) Explain NoSQL storage architecture in detail.	[7]
b) Illustrate the different features of HBase.	[7]

Q. 7 Write Short Notes on. (Any Four)

- a) Features of Hadoop.
- b) Examples of Map-Reduce
- c) Data types in Hive
- d) Applications of HBase
- e) NoSQL Database Administration

Seat	
No.	

MCA (COMM) (Part - I) (Semester - II) (CBCS)

		Examinati	on, A	April - 2024			
D	ATA	COMMUNICATI	ON A	AND NETWORK (DCN)			
				: 81162			
Day and	d Dat	e : Monday, 13-05-202	4	Total Marks:	70		
		p.m. to 05.30 p.m.					
		· · · ·					
Instructi	ions :	1) Q. 1 and Q. 7 are co					
			-	ns from Q.2 to Q. 6.			
		3) Figures to the right	indica	te full marks.			
Q.1) Cho	oose t	he correct alternative ar	ıd rew	rite the sentence.	8		
		* ***********************************			Ū		
i)		devices are in network in					
	a)	A process in one device in another device.	is able	e to exchange information with a proc	ess		
	b)	A process is running on	both d	evices			
	c)	PIDs of the processes running of different devices are same.					
	d)	A process is active and a					
ii)	Con	nmunication channel is sh	ared by	y all the machines on the network in .			
<i>*</i>	a)	broadcast network	b)	unicast network			
	c)	multicast network	d)	any cast network			
iii)	iii) Network congestion occurs						
,	a)	in case of traffic overloa					
b) when a system terminates							
c) when connection between two nodes terminates d) in case of transfer failure							
iv)	The	number of layers in ISO (OSI ref	ference model is			
	a)	5	b)	7			
	c)	6	d)	10			

		dontify whether	r a da'	ta word has an odd or even number of				
v)	What 1s?	it is used to identify whether	1 4 600					
	a)	Carry bit	b)	Zero bit				
	c)	Parity bit	d)	Sign bit				
-:>	have network components are connected by only one cable.							
vi)	. "	Star	b)	Ring				
	a) c)	Bus	d)	Mesh				
:X	The	e layer is the layer closest to	trans	mission medium				
vii)	a)	Data link	b)	Transport				
	c)	Network	d)	Physical				
viii)) Wł dej	pend upon the type of medi	ulli	r performs data link functions that				
	a) Logical link control sublayer							
	b) Media access control sublayer							
	c) Network interface control sublayer							
	d)	Error control sublayer						
Q.2) Ex	plain	the components of Data co	mmu	nication.	14			
Q.3) W	hat a	re the various types of com	munic	ation media?	14			
Q.4) Di	scus	s TCP/IP Model in detail.			14			
Q.5) Ex	xplair	n different types of primitiv	es in t	ransport layer.	14			
Q.6) E:	xplai	n flooding and distance vec	tor alg	gorithm.	14			
Q.7) W	Vrite	notes on: (Any four)			20			
i)	(Cryptography						
ii		Virus and Malware						
	,	P Protocol and addressing						
	,	LAN and WAN						
•	1)	HTTP and SMTP						

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Total No. of Pages: 3

Seat	
No.	

MCA (Commerce and Management) (Part - I) (Semester - II)

Examination, April - 2024

SOFTWARE ENGINEERING AND PROJECT MANAGEMENT (Paper - CC205)

Sub. Code: 81163

Day and Date: Tuesday, 14-05-2024

Total Marks: 70

Time: 02.30 p.m. to 05.30 p.m.

Instructions:1) Q. 1 and Q. 7 are compulsory.

- 2) Attempt any three questions from Q.2 to Q. 6.
- 3) Figures to the right indicate full marks.

Q.1) Choose the correct alternative and rewrite the sentence.

- i) What are the four framework activities found in the extreme programming process model?
 - a) Analysis, Design, coding, testing
 - b) Planning, analysis, design, coding
 - c) Planning, analysis, coding, testing
 - d) Planning, design, coding, testing
- ii) The incremental model of software development is
 - a) a reasonable approach when requirements are well define.
 - b) a good approach when a working core product is required quickly.
 - c) the best approach to use for projects with large development teams.
 - d) a revolutionary model that is not used for commercial products.
- iii) What is the correct order in which a software project manager estimates various project parameters while using COCOMO?
 - a) Cost, effort, duration, size
 - b) Effort, size, duration, cost
 - c) Size, effort, duration, cost
 - d) Size, cost, effort, duration

a) Maintainability c) Business needs d) Reliability v) What technique can you use to resolve resource conflicts by delaying tasks? a) Resource loading b) Resource leveling c) Critical path analysis d) Over allocation vi)refer(s) total the work involved in creating the products of the project and the processes used to create them. a) Deliverables b) Milestones c) Scope d) Product development vii) Software risk always involves two characteristics that are a) fire fighting and crisis management b) known and unknown risks c) uncertainty and loss d) staffing and budget viii) Which of the following is NOT a maturity level in CMM? a) Desing b) Repeatable c) Managed d) Optimizing Q.2) Explain how both waterfall model and prototyping model can be accommodated in the spiral process model. Q.3) a) Explain feasibility study. What are the outcomes? Does it have either implicit or explicit effects on software requirement collection? b) What minimum features are required to be present in a good SRS? Q.4) a) Explain some important activities that a software project manager performs during software project planning. 7	iv)	Whic	h one of the following is	a funct	ional requirement?	
c) Business needs d) Reliability v) What technique can you use to resolve resource conflicts by delaying tasks? a) Resource loading b) Resource leveling c) Critical path analysis d) Over allocation vi)						
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c) Critical path analysis d) Over allocation vi)	· V)					
vi)		1				
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c) Scope d) Product development vii) Software risk always involves two characteristics that are		proje	ct and the processes used	to crea		
vii) Software risk always involves two characteristics that are		a)	Deliverables	b)		
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Q.4) a) Explain some important activities that a software project manager performs during software project planning.	b)	Wha	nt minimum features are re	equire	d to be present in a good SRS?	7
during software project planning.	0)					
during software project planning.	Q.4) a)				at a software project manager perform	IS
b) Discuss different types of team structure adopted in an organization.	1	duri	ng software project plann	ing.		1
b) Discusse different types of learn structure adducted in an discussion.	• >	ъ.	1:00	a atm	oturo adontad in an organization	7
b) Discuss different types of team strategies and production	b)	Disc	cuss amerent types of tear	m siru(ture adopted in an organization.	,
Q.5) a) Explain different tools and techniques used in software quality control. 7	Q.5) a)	Exp	lain different tools and te	chniqu	es used in software quality control.	7
					L. C. 41 - 4 - 4 - 1 - 1 - 1 - 1 - 1 - 1 - 0 - 0 oftwore	7
b) What is risk management? Explain briefly the technical risk in a software 7 project.	b)			kplain	briefly the technical risk in a software	1

	SR-9	14
Q.6) a)	Explain COCOMO model for project estimation.	7
b)	What is requirement engineering? Discuss functional and non-functional software requirements.	7
Q.7) W	rite short notes on : (Any four)	20
a)	Extreme programming	
b)	Stakeholders of software project	
c)	Formal technical reviews	
d)	Types of outsourcing	
e)	Software reliability metrics	
f)	ISO 9001	

Seat	
No.	

MCA (Part - I) (Semester - II) Examination, April - 2024 DITITAL MARKETING

Sub. Code: 81164

Day and Date: Wednesday, 15-05-2024

Total Marks: 70

Time: 02.30 p.m. to 05.30 p.m.

Instructions: 1) Q. 1 and Q. 7 are compulsory.

- 2) Attempt any three questions from Q.2 to Q. 6.
- 3) Figures to the right indicate full marks.

Q.1) Choose the correct alternative and rewrite the sentence.

- i) Creative marketing can be defined as
 - a) A marketing department entailing several employees.
 - b) The brand value of an organization.
 - c) A set of schemes undertaken by the organization for distributing the marketing material.
 - d) The marketing content and its inventive aspect.
- ii) What is the need to analyze digital analytics?
 - a) For making better decisions related to the business.
 - b) For generating higher revenue from the website.
 - c) To define genuine customers for your business.
 - d) For appealing more users to drive more traffic.
- iii) The hyperlink refers to a
 - a) Inbound link
- b) Outbound link
- c) IFTTT link
- d) KPI link

	iv)	The	main advantage of onli	ne advert	iseme	ent is	
		a) low cost promotional strategy					
b) online advertising is promo					al as	well as informational	
	c) trackable						
		d)	all of these				
	v)	CM	S stands for				
		a)	Content Management S	System	b)	Creator Management System	
		c)	Content Manager Sour	ce	d)	None of these	
	vi)	In m	obile marketing the full	form of	LBS i	S	
		a)	List Based Service	b)	Lead	Based Service	
		c)	None of these	d)	Loca	tion based Service	
	vii)	Whic	ch kind of following Go	ogl analy	tics ti	rack?	
		a)	Pageview		Even		
		c)	Transaction	d)	All o	fthese	
	viii)	Whic	ch of the following is dis	splayed u	sing t	he Word Press News Widget?	
		a)	Software version	b)		vare updates	
		c)	Alerts	d)		f these	
Q.2) a)	Eval	in the digital manifesting		C		
Q.2	<i>)</i> a)	Expi	ain the digital marketing	strategie	s for	websites.	7
	b)	Whic digita		vailable	today	through which we can market	7
Q.3)	a)	What	is WordPress? Explain i	its feature	es.		7
	b)	Discu	ss the use of HTML, Co	SS and Ja	avasci	ript in digital marketing.	7
Q.4)	a)	What	is SEO? Explain On-Pag	ge and O	ff-Pag	ge SEO strategies.	7
	b)	What	is SEM? Evaluin the DD	Caamaa	:		7

1.	6			
1		0	9	
	-	~	Š	•

			SR-95
Q.5) a)	Explain mobile app and video marketing strategies.	7
	b)	Differentiate between the page and post of the WordPress site.	7
Q.6)	b)	Explain various tools available through which we can do website ana Explain Audience and Customer Acquisition Report.	llytics.7
Q.7)	Wri	ite short notes on : (Any four)	20
	a)	Google Tage Manager	
	b)	Rich snippets integration	
	c)	WordPress dashboard	
	d)	Semantic SEO	
	e)	White hat and black hat SEO techniques	

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No.	

March-April 2024 Examination

MCA Commerce (CBCS)

Desion Thinking and Innovation

Subject Code: 81165

		d Date : Wednesday, 15-05-2024 02:30 pm to 05:00 pm	Total Marks: 70		
Inst	truc	tions :			
1.	Q.1	l and Q.7 are compulsory.			
2.	Att	attempt any three (3) questions from Q.2 to Q.6			
3.	Fig	Figures to right indicate full marks.			
Q.1	Mı	ıltiple choice questions.	08		
	I.	What is Design Thinking?			
		a) Thinking about Design			
		b) Designing ways in which	people think		
		c) Asking users to solve pro	blems		
		d) Defining, framing, and so	lving problems from users perspectives		
	II.	The meaning of empathize is	to		
		a) Observe	b) Engage		
		c) Listen	d) All of the above		

III. After you define the problem, the next step is to				
a) Test	b) Prototype			
c) Ideate	d) Emperthise			
IV. After Prosotyle the next step is to	After Prosotyle the next step is to			
a) Test	b) Deline			
c) Ideate	d) Empathise			
V. Prototype is a simple experimental	Prototype is a simple experimental model of a proposed solution used to			
a) Test ideas	b) Validate ideas			
c) Both of the above	d) None of the above			
VI. Design Thinking typically helps in a) Innovation				
b) Data Analysis				
c) Marketing Management				
d) Operation Management				
VIIstorytelling is the most corepelling type of story				
a) Aural	b) Visual			
c) Textual	d) All of the above			
VIII. The ultimate goal of design thinking is to help you design better				
a) Services	b) Products			
c) Experiences	d) All of the above			

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Q.2 Explan the Design thinking process in details with suitable exar	mple? 14
Q.3 a) What is research? Identify the importance of research in de process	sign thinking 07
b) How to develop conceptual model of designing?	07
Q.4 Illustrate different prototyping strategies in detail	14
Q.5 a) Identify the role of design thinking in Innovations.	07
b) What are the different mechanisms to develop a prototype?	07
Q.6 Explain different techniques of Innovation in detail.	14
Q.7 Short Notes (Any Four)	20
a) Design perspective	20
b) Storyboards	
c) Wireframes	
d) History of Design Thinking	
e) Impact of Innovation	

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