

SJ - 328

Total No. of Pages : 2

Seat No.	
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M.C.A. (Part - I) (Semester - II) (CBCS) Examination, December - 2023

COMMERCE

Digital Marketing (Optional)

Sub. Code : 81164

Day and Date : Thursday, 21 - 12 - 2023

Total Marks : 70

Time : 2.30 p.m. to 5.30 p.m.

- Instructions :
- 1) Attempt any three (3) questions from question no. 2 to question no. 6.
 - 2) Question No. 1 and question No. 7 are compulsory.

Q1) MCQ : **[8]**

- a) Which of the following factors are responsible for leaving an impact on the Google PageRank?
 - i) The text depicting inbound links to a page of a website.
 - ii) A total number of inbound links to a website's page.
 - iii) The subject matter of the site providing the inbound link to a page of a website.
 - iv) The number of outbound links on the page that contains the inbound link to a page of a website.
- b) _____ is responsible for hamper the search rankings.
 - i) Connecting to your own website from any random website.
 - ii) Utilizing the same colors of texts as that of your background pages.
 - iii) Integrating page templates into your page template.
 - iv) None of the above
- c) Which of the following is the correct abbreviation CMS?
 - i) Content Maintenance Site
 - ii) Content Maintenance System
 - iii) Content Management System
 - iv) Content Marketing System
- d) In the email campaign, _____ delivers the advertisements into the group of targeted customers.
 - i) Spoofing
 - ii) Indirect email marketing
 - iii) Direct email marketing
 - iv) Spamming
- e) Which of the following is the most common delivery channel in terms of mobile marketing?
 - i) Graphic
 - ii) Text
 - iii) Voice call
 - iv) Search engine marketing
- f) Which of the following factors leads to a Successful PPC Advertisement?
 - i) Selecting Relevant Keywords
 - ii) Improved Landing Page Quality
 - iii) Quality Score
 - iv) All of the above

P.T.O.

- g) Which of the following correctly defines the main concept behind Conversion Optimization?
- i) Rapidly making significant changes to check which one possesses the fastest results
 - ii) Making insignificant incremental changes over time to check which one possesses the best results
 - iii) Making numerous changes on your website to check the result
 - iv) Frequently changing the website's layout to see if it appeals to more audience
- h) What is the need to analyze digital analytics?
- i) For making better decisions related to the business
 - ii) For generating higher revenue from the website
 - iii) To define genuine customers for your business
 - iv) For appealing more users to drive more traffic
- Q2) a) Write benefits of digital marketing. [7]**
b) Differentiate between traditional and digital marketing. [7]
- Q3) a) What is WordPress? Explain types of websites. [7]**
b) Write procedure for installing WordPress with its default settings. [7]
- Q4) a) What is SEM? How you can optimize your Google Ads. [7]**
b) What is SEO? How do search engines work? [7]
- Q5) a) Explain in detail working of mobile apps marketing. [7]**
b) Explain different campaigns in AdWords. [7]
- Q6) a) What is Google Analytics? Explain various types of reports. [7]**
b) What is Goggle Tag Manager? How to use it. [7]
- Q7) Write short note on (Attempt any FOUR out of FIVE): [20]**
- a) Emerging trends in digital marketing
 - b) Metadata
 - c) Video marketing
 - d) PPC campaign
 - e) Goals and Conversion Reports



SJ-326

Total No. of Pages : 2

Seat No.	
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M.C.A. (Comm.) (Part-I) (Semester-II) (CBCS)

Examination, December - 2023

DATA COMMUNICATION & NETWORK

Sub. Code: 81162

Day and Date : Tuesday, 19- 12 - 2023

Total Marks : 70

Time : 2.30 p.m. to 5.30 p.m.

- Instructions :
- 1) Q. 1 and Q.7 are compulsory
 - 2) Solve any three from Q. 2 to Q.6.
 - 3) Figures at right indicates full marks

Q1) Multiple choice question.

[8]

- a) Communication between a computer and a keyboard involves _____
Transmission.
- i) Full-duplex
 - ii) Half-duplex
 - iii) Simplex
 - iv) None of these
- b) Which topology required a central or hub?
- i) Star
 - ii) Mesh
 - iii) Bus
 - iv) Ring
- c) What is the main function of the transport layer?
- i) Process-to-process delivery
 - ii) Node-to-node delivery
 - iii) Synchronization
 - iv) Updating and maintenance of routing tables
- d) In OSI network architecture, the routing is performed by _____
- i) Data link layer
 - ii) Network layer
 - iii) transport layer
 - iv) Session layer

PTO.

- e) What is used to identify whether a data word has an odd or even number of 1's?
- i) Carry bit
 - ii) Zero bit
 - iii) parity bit
 - iv) Sign bit
- f) The first computer network of the world is _____
- i) I net
 - ii) NSF net
 - iii) Arpanet
 - iv) V net
- g) The term HTTP stands for ?
- i) Hyper terminal tracing program
 - ii) Hypertext tracing protocol
 - iii) Hypertext transfer protocol
 - iv) Hypertext transfer program
- h) Which software prevents the external access to a system?
- i) Firewall
 - ii) Gateway
 - iii) Router
 - iv) Virus checker

Q2) Define Network and advantages of networking. [14]

Q3) Explain components of data communication. [14]

Q4) Explain guided transmission medias. [14]

Q5) Explain Time Division multiplexing and frequency division multiplexing. [14]

Q6) Discuss in detail OSI Reference model. [14]

Q7) Write note on (Any 4) [20]

- a) Sniffing and spoofing.
- b) Cryptography.
- c) IP addressing.
- d) Simplex and half duplex transmission mode.
- e) Sliding window protocol.

SJ - 325

Total No. of Pages : 2

Seat No.	
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M.C.A. (Part - I) (Semester - II) (CBCS) Examination, December - 2023

COMMERCE

Big Data Management

Sub. Code : 81161

Day and Date : Saturday, 30 - 12 - 2023

Total Marks : 70

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

- Instructions :
- 1) There are seven questions.
 - 2) Question No. 1 and Question No. 7 are compulsory.
 - 3) Attempt any three questions from Question No. 2 to Question No. 6.
 - 4) Figures to the right indicate full marks.

Q1) Choose correct alternatives for following questions from options given below:[8]

- a) In which language Hadoop is written?
 - i) C#
 - ii) Java
 - iii) C++
 - iv) Python
- b) What are the main components of Big data?
 - i) HDFS
 - ii) Map Reduce
 - iii) YARN
 - iv) All of the mentioned
- c) What was Hadoop named after?
 - i) Creator Doug Cutting's favorite circus act
 - ii) Cutting's high school rock band
 - iii) The toy elephant of Cutting's son
 - iv) A sound Cutting's laptop made during Hadoop development
- d) The Pig Latin scripting language is not only a higher-level data flow language but also has operators similar to _____.
 - i) SQL
 - ii) JSON
 - iii) XML
 - iv) All of the mentioned
- e) Which is the most popular NoSQL database for scalable big data store with Hadoop?
 - i) Hbase
 - ii) MongoDB
 - iii) Cassandra
 - iv) None of the mentioned

P.T.O.

Seat No.	
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M.C.A. (Comm.) (Part - I) (Semester - II) (CBCS)

Examination, December - 2023

DATA STRUCTURE

Sub. Code : 81160

Day and Date : Saturday, 16 - 12 - 2023

Total Marks : 70

Time : 2.30 p.m. to 5.30 p.m.

- Instructions :**
- 1) There are seven questions.
 - 2) Question No. 1 and Questions No. 7 are compulsory.
 - 3) Attempt any three questions from Question No. 2 to Question No. 6.

Q1) Choose correct alternatives for following questions from option given below: [8]

- a) Which of the following is an application of stack?
 - i) Finding factorial
 - ii) Tower of Hanoi
 - iii) Infix to postfix
 - iv) All of the above
- b) _____ is the term used to delete an element from the stack.
 - i) Push
 - ii) Pull
 - iii) Pop
 - iv) Pump
- c) Which indicates pre-order traversal?
 - i) Left sub-tree, Right sub-tree and root
 - ii) Right sub-tree, Left sub-tree and root
 - iii) Root, Left sub-tree, Right sub-tree
 - iv) Right sub-tree, root, Left sub-tree
- d) In binary trees, nodes with no successor are called _____.
 - i) End nodes
 - ii) Terminal nodes
 - iii) Final nodes
 - iv) Last nodes
- e) Each node in singly linked list has _____ fields.
 - i) 2
 - ii) 3
 - iii) 1
 - iv) 4

- f) In a linked list, insertion can be done as _____
- i) Beginning
 - ii) End
 - iii) Middle
 - iv) All of the above
- g) A linear list in which each node has pointed to the predecessor and successors nodes is called _____.
- i) Singly linked list
 - ii) Circular linked list
 - iii) Doubly linked list
 - iv) Linear linked list
- h) The operation of processing each element in the list is known as _____
- i) Sorting
 - ii) Merging
 - iii) Inserting
 - iv) Traversal
- Q2) a) What is Hashing? Explain hash function in detail. [7]
 b) Explain height balanced tree with appropriate diagram. [7]
- Q3) a) What is data type? Explain primitive and non-primitive data types in detail. [7]
 b) What is stack? Explain operations on Stack. [7]
- Q4) a) Explain Threaded binary tree with diagram. [7]
 b) Describe applications of Stack. [7]
- Q5) Write program to demonstrate insertion and deletion operations on singly linked list. [14]
- Q6) Write program to implement circular queue. [14]
- Q7) Write short note on any four : [20]
- a) Double Ended Queue
 - b) Binary search trees
 - c) Collision-Resolution Techniques
 - d) Random File Organization
 - e) Rational number



SJ-327

Total No. of Pages : 3

Seat No.	
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**M.C.A. (Commerce) (Part - I) (Semester - II) (CBCS)
(New) Examination, December - 2023**

**SOFTWARE ENGINEERING AND PROJECT
MANAGEMENT**

Sub. Code : 81163

Day and Date : Wednesday, 20 - 12 - 2023

Total Marks : 70

Time : 10.30 a.m. to 1.30 p.m.

- Instructions:
- 1) Q.1 and Q.7 are compulsory.
 - 2) Attempt any three 3 Questions from Q.2 and Q.6.
 - 3) Figures to right indicate full marks.

Q1) A) Multiple choice questions. [8]

- a) _____ is a software development activity that is not a part of software processes.
- i) Validation
 - ii) Specification
 - iii) Development
 - iv) Dependence
- b) What does SDLC stands for?
- i) System Design life cycle
 - ii) Software Design Life Cycle
 - iii) Software Development life Cycle
 - iv) System Development life cycle
- c) What is the full form of the "COCOMO" model?
- i) Cost constructive Estimation model
 - ii) Constructive cost estimation model
 - iii) Constructive case estimation model
 - iv) Constructive cost estimating model

P.T.O.

- d) CASE stands for.
- i) Computer-Aided software Engineering
 - ii) Control Aided Science and Engineering
 - iii) Cost Aided system Experiments
 - iv) None of the mentioned
- e) What are agile manifesto principles?
- i) Customer satisfaction
 - ii) Face-to-face communication within a development team
 - iii) Changes in requirements are welcome
 - iv) All of the mentioned
- f) _____ is a software development life cycle model that is chosen if the development team has less experience on similar projects.
- i) Iterative Enhancement Model
 - ii) RAD
 - iii) Spiral
 - iv) Waterfall
- g) Why do bugs and failures occur in software?
- i) Because of developers
 - ii) Because of companies
 - iii) Because of both companies and developers
 - iv) None of the mentioned
- h) Define Agile scrum methodology.
- i) project management that emphasizes incremental progress
 - ii) project management that emphasizes decremental progress
 - iii) Project management that emphasizes neutral progress
 - iv) project management that emphasizes no progress

SJ-327

- Q2) Define Software Engineering and its evolving Role. [14]
- Q3) Explain Waterfall model in detail. [14]
- Q4) Explain project Management phases. [14]
- Q5) Explain the concept of outsourcing with its types. [14]
- Q6) Explain COCOMO model in detail. [14]
- Q7) Write note on (Any Four) [20]
- a) RAD
 - b) Incremental model.
 - c) Function Point analysis.
 - d) Team Management.
 - e) Function point Analysis

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