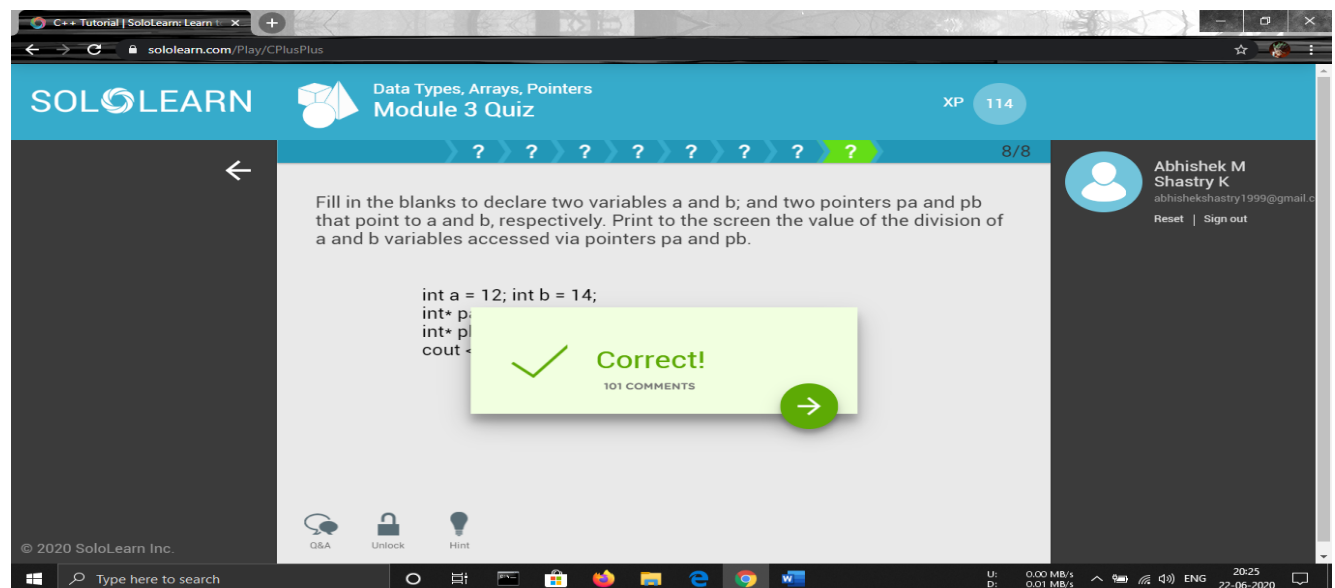
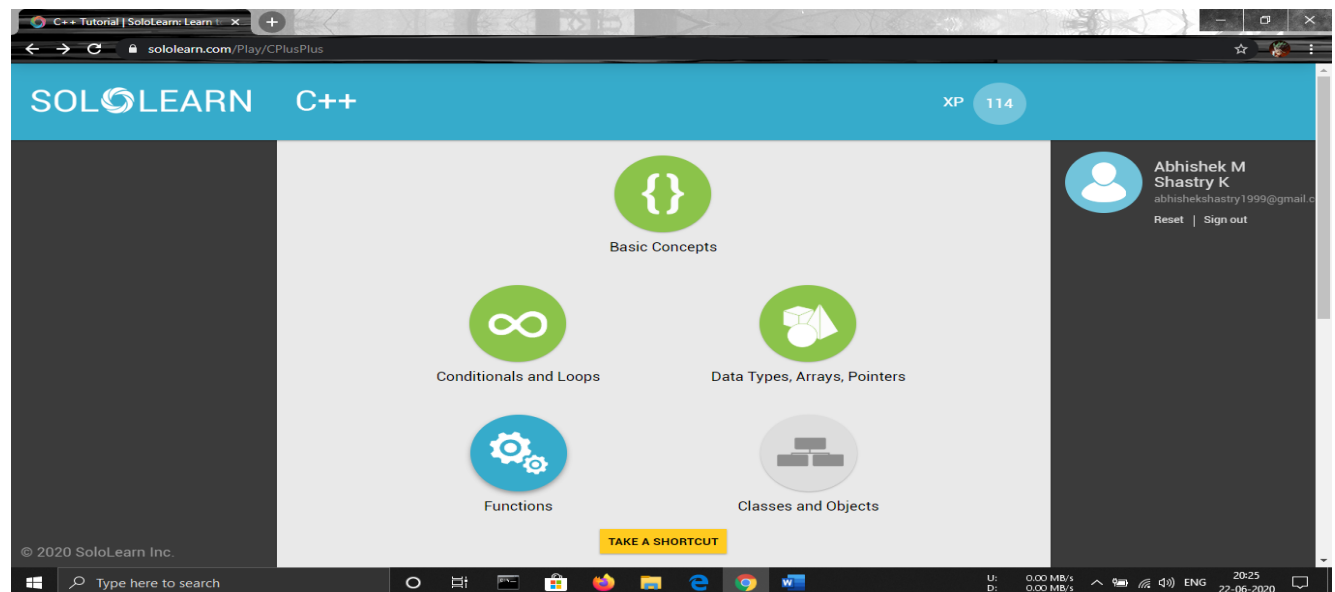


# DAILY ASSESSMENT REPORT

Date:	22/06/2020	Name:	Abhishek M Shastry K
Course:	C++ Tutorial by SOLOLEARN	USN:	4AL17EC002
Topic:	1] Basic Concepts 2] Conditionals and Loops 3] Data Types, Arrays, Pointers	Semester & Section:	6 <sup>th</sup> 'A'
Github Repository:	AbhishekShastry-Courses		

## FORENOON SESSION DETAILS

### Image of session



## Report

### Basic Concepts

- C++ is a general-purpose programming language. C++ is used to create computer programs. Anything from art applications, music players and even video games!.
- You need both of the following components to build C++ programs:
  - ✓ Integrated Development Environment (IDE): Provides tools for writing source code. Any text editor can be used as an IDE.
  - ✓ Compiler: Compiles source code into the final executable program. There are a number of C++ compilers available. The most frequently used and free available compiler is the GNU C/C++ compiler.
- Creating a variable reserves a memory location, or a space in memory for storing values. The compiler requires that you provide a data type for each variable you declare.
- C++ offer a rich assortment of built-in as well as user defined data types.
- Integer, a built-in type, represents a whole number value. Define integer using the keyword `int`.
- C++ requires that you specify the type and the identifier for each variable defined.
- An identifier is a name for a variable, function, class, module, or any other user-defined item. An identifier starts with a letter (A-Z or a-z) or an underscore (`_`), followed by additional letters, underscores, and digits (0 to 9).
- A comment beginning with two slashes (`//`) is called a single-line comment. The slashes tell the compiler to ignore everything that follows, until the end of the line. Comments that require multiple lines begin with `/*` and end with `*/`.
- C++ supports these arithmetic operators.

Operator	Symbol	Form
Addition	+	$x + y$
Subtraction	-	$x - y$
Multiplication	*	$x * y$
Division	/	$x / y$
Modulus	%	$x \% y$

## Conditionals and Loops

- The if statement is used to execute some code if a condition is true.
- An if statement can be followed by an optional else statement, which executes when the condition is false.
- A loop repeatedly executes a set of statements until a particular condition is satisfied. A while loop statement repeatedly executes a target statement as long as a given condition remains true.
- A for loop is a repetition control structure that allows you to efficiently write a loop that executes a specific number of times.
- Unlike for and while loops, which test the loop condition at the top of the loop, the do...while loop checks its condition at the bottom of the loop. A do...while loop is similar to a while loop. The one difference is that the do...while loop is guaranteed to execute at least one time.
- The switch statement tests a variable against a list of values, which are called cases, to determine whether it is equal to any of them.

## Data Types, Arrays, Pointers

- The operating system allocates memory and selects what will be stored in the reserved memory based on the variable's data type.
- The data type defines the proper use of an identifier, what kind of data can be stored, and which types of operations can be performed.
- The integer type holds non-fractional numbers, which can be positive or negative. Examples of integers would include 42, -42, and similar numbers.
- A floating point type variable can hold a real number, such as 420.0, -3.33, or 0.03325. There are three different floating point data types: float, double, and long double.
- An array is used to store a collection of data, but it may be useful to think of an array as a collection of variables that are all of the same type.
- Every variable is a memory location, which has its address defined.
- That address can be accessed using the ampersand (&) operator (also called the address-of operator), which denotes an address in memory.
- A pointer is a variable, with the address of another variable as its value.

<b>Date:</b>	<b>22/06/2020</b>	<b>Name:</b>	<b>Abhishek M Shastry K</b>
<b>Course:</b>	<b>Google Digital Unlocked: Fundamentals of digital marketing</b>	<b>USN:</b>	<b>4AL17EC002</b>
<b>Topic:</b>	<b>1] Get noticed locally</b> <ul style="list-style-type: none"> <li>Marketing to the locals</li> <li>The power of local directories</li> </ul>	<b>Semester &amp; Section:</b>	<b>6<sup>th</sup> 'A'</b>
<b>Github Repository:</b>	<b>AbhishekShastry-Courses</b>		

## AFTERNOON SESSION DETAILS

### Image of session

The screenshot shows the Google Digital Unlocked course page for 'Get noticed locally'. The page is titled 'FUNDAMENTALS OF DIGITAL MARKETING: MODULE 10/26'. The main heading is 'Get noticed locally'. There are two lessons listed: '1. Marketing to the locals' and '2. The power of local directories', both marked as complete with green checkmarks. A video player is embedded, showing a man speaking with the title 'The power of local directories' and 'Lesson 2'. The video player has a play button and a 'Watch later' button. The page also has a 'SHARE THIS' link and a 'REMOVE FROM MY LEARNING PLAN' link.

The screenshot shows the Google Digital Unlocked course page for 'Get noticed locally' after completing the topic. The page is titled 'FUNDAMENTALS OF DIGITAL MARKETING: MODULE 10/26'. The main heading is 'Get noticed locally'. A message box says 'TOPIC COMPLETE Congratulations!'. Below the message, it says 'You've aced every tutorial in the Digital Garage. Ready to graduate? Take the final exam to earn your certificate.' and 'Would you like to take the final exam now?'. There are two buttons: 'Take Exam' and 'See more courses'.

## Report

### Marketing to the locals

- You may dream of growing your company into a global brand... or your goal might be to become a big fish in your neighborhood pond. Either way, the web can help.
- So, what do we mean by local, exactly? We're talking about businesses with a shop like a bicycle shop, or a hair salon. But we're also talking about a service area business that goes out to meet with customers like a lawn care service, or a plumber.
- These businesses usually sell products and services to people who live nearby and people who are visiting from other places.
- These types of local businesses used to rely on tools like The Phone Book to connect with customers looking for their products and services. If a person wanted to buy something, like a bicycle, he might look up stores nearby, and then visit a few to see what was available.
- Local businesses need to be seen by searchers in the neighborhood, on any device. Someone looking to buy in a specific location is usually ready to pull out his wallet—and you want to be his go-to shop. If you stick with us, you'll learn how you can build and promote an online presence that ensures that's just what happens.

### The power of local directories

- Local directories are a great way for local businesses to connect with potential customers in their area. The first step is to create a listing in local directories.
- These online listings include your key information, like your business name, your address and your telephone number.
- Many local directories require that your business has four walls or a local service area in order to be listed, so virtual businesses that don't meet with customers directly are usually ineligible.
- To get started, you'll need to pull together the name of your business as you want it to appear everywhere online, your street address, or where you receive mail in the post, and your phone number.
- You always want to keep your local listings consistent and up-to-date. Remember if your name, address or phone number change, you need to update all those listings immediately.