Total No. of Questions : 5]

SEAT No. : ____

PA-1966

[Total No. of Pages : 2

[5954]-301

B.B.A. (CA) (Semester - III)

CA-301 : DIGITAL MARKETING

(2019 Pattern)

Time : 2½ Hours] ***[Max. Marks : 70***

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Neat diagrams must be drawn wherever necessary.***

Q1) **Answer the following (Any Eight) :** **[8 × 2 = 16]**

a) What is digital marketing?

b) What is email marketing?

c) Define the term Real Marketing.

d) What is Content Management?

e) Define web design.

f) What is CRM platform?

g) What is Social Media?

h) Define YouTube Analytics.

i) What is Resource Planning?

j) What is Blogging?

P.T.O.

Q2) **Attempt the following (Any Four) :** **[4 × 4 = 16]**

a) Explain the search engine optimization.

b) Describe Digital Marketing channels.

c) Explain the concept SEO optimization.

d) Explain CRM models in detail.

e) Describe Digital Display Marketing.

Q3) **Answer the following (Any Four) :** **[4 × 4 = 16]**

a) How to understand Social Media Marketing?

b) What is Social Media? Explain Blogging in detail.

c) What is Web analytics? Describe the levels.

d) Explain the concept of cost budgeting.

e) Explain MS Expression Web.

Q4) **Answer the following (Any Four) :** **[4 × 4 = 16]**

a) Explain the visual identity of a facebook page.

b) Explain the analyzing visition on Linkdin.

c) What is email marketing? How to keep up with the conversion?

d) Explain the concept Google Ads.

e) How to create business account on YouTube?

Q5) **Write a short note on (Any Two) :** **[2 × 3 = 6]**

a) Optimization of Instagram profile.

b) Social Networking.

c) SWOT Analysis.

Total No. of Questions : 5] **SEAT No. :**

PA-1967 **[Total No. of Pages : 2**

[5954]-302
S.Y. B.B.A. (Computer Application)
CA - 302 : DATA STRUCTURE
(2019 Pattern) (Semester - III)

Time : 2½Hours] ***[Max. Marks : 70***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right side indicate full marks.***

Q1) Attempt any EIGHT of the following. **[8×2=16]**

a) How to measure performance of an algorithm?

b) What is polynomial? How is it differ from structure?

c) What is balance factor? How is it calculated?

d) What are Abstract Data types?

e) What is Ancestor of Node?

f) State the types of graph.

g) Differentiate array and structure.

h) What is space and time complexity?

i) What is pointer to pointer?

j) What is spanning tree?

Q2) Attempt any FOUR of the following. **[4×4=16]**

a) Explain Insertion sort technique with an example.

b) What is circular queue? How it is differ from static queue?

c) What is stack? What are the various applications of stack. List operations performed on stack.

d) Explain different types of AVL rotations with an example.

e) Explain various types of Dynamic Memory Allocation functions.

Q3) Attempt any FOUR of the following. **[4×4=16]**

a) Write a function to create and display doubly link list.

b) Write a recursive functions to traverse a tree by using inorder (), preorder () and postorder traversing functions.

P.T.O.

c) Write a function to delete first node from singly linked list.

d) Write a function to reverse a string using stack.

e) Write a 'C' Program for evaluation of polynomial.

Q4) Attempt any FOUR of the following. **[4×4=16]**

a) Construct an AVL tree for following sequencial data:

Jan, Feb, Apr, May, July, Aug, June.

b) Use merge sort technique on following data:

45, 85, 96, 78, 34, 12, 49, 38, 18.

c) Write a 'C' program to creat link list with given number in which data part of each node contains individual digits of the numbers.

d) What is circular queue? Explain it with example.

e) Construct Binary search tree of following data:

RAM, SITA, AMIT, JOEL, IVAN, ASHA

Q5) Attempt any TWO of the following. **[2×3=6]**

a) Define the following terms:

i) Directed graph

ii) Strict binary tree

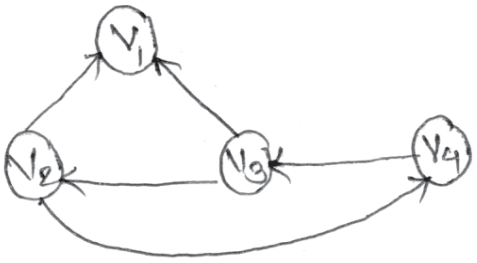
iii) Cyclic graph

b) Convert the following expression into postfix

i) A/B $ CD * E - A *C

ii) (A + B * C -D)/ E $ F

c) What is degree of vertex? Find the indegree and outdegree of following graph of each vertex:



Total No. of Questions : 5] **SEAT No. :**

PA-1968 **[Total No. of Pages : 2**

[5954]-303
S.Y. B.B.A. (Computer Application)
CA - 303 : SOFTWARE ENGINEERING
(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 70***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Neat diagrams must be drawn wherever necessary.***

Q1) Attempt any EIGHT of the following. **[2×8=16]**

a) What is system?

b) Define software?

c) Define RAD.

d) What is SRS.

e) State the principles of Software Testing?

f) What is software Reengineering?

g) State advantages of Waterfall model.

h) State any two types of coupling.

i) Define an Entity.

j) What is Pseudocode?

Q2) Attempt any four of the following. **[4×4=16]**

a) Explain various types of system.

b) Explain different McCall's quality factors.

c) Explain spiral model in detail.

d) Discuss different fact finding techniques.

e) Differentiate between White - Box and Black-Box Testing.

Q3) Attempt any four of the following. **[4×4=16]**

a) Material is issued to the department by considering whether the Material Requisition Note (MRN) is signed or not. It contains valid items or not and it is given within 8 hours or not. Draw decision table for the above case.

P.T.O.

b) Design a Input screen layout for creating user account on Internet (with personal details, user-id and password, save, cancel commands etc).

c) Draw decision tree for the following case:

A company gives discount on the purchase of goods depending on the sale and duration of payment:

i) 5% discount if order amount > 50,000.

ii) 3% discount if order amount between 25,000 and 50,000

iii) No discount if order amount < 10,000 or payment is not done within 8 days.

d) Design an screen layout for employees salary slip.

e) Draw ER-Diagram for "College Admission System".

Q4) Attempt any Four of the following. **[4×4=16]**

a) Draw first level DFD for Hospital Management system in which the hospital has Inpatient Department (IPD), outpatient Department (OPD) the system maintains patient records and bills of the patient.

b) Identify all entities of online shopping system.

c) Draw context level diagrams for online shopping system.

d) Draw first level DFD for customer Order system.

e) Explain elements of Data flow diagrams?

Q5) Write a short note on any Two of the following. **[3×2=6]**

a) Types of Cohesion

b) Validation and Verfication Testing.

c) Feasibility study.

♦ ♦ ♦

Total No. of Questions: 5]

SEAT No. :

PA-1969

[Total No. of Pages : 2

[5954]-304
Second Year B.B.A. (C.A.)
CA - 304 : ANGULAR JS
(2019 Pattern) (Semester-III)

Time : 3 Hours] ***[Max. Marks : 70***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Neat diagrams must be drawn wherever necessary.***
3) ***Figures to the right indicate full marks.***

Q1) Attempt any EIGHT of the following. **[8×2=16]**

a) Wht is SPA?
b) Explain ng-controller directive
c) Write any two features of AngularJS.
d) Explain two-way data binding.
e) What is Controller?
f) Explain $http Services.
g) Explain uppercase filter.
h) What is Dependency Injection?
i) Explain $timeout Service.
j) Explain Customer Validation.

Q2) Attempt any Four of the following. **[4×4=16]**

a) Explain most common directives used in AngularJS.
b) Explain MVC architecture in detail.
c) Explain built-in Services of AngularJS.
d) Write an AngularJS program to create Service for finding factorial of a number.
e) Write an AngularJS program for using $filter serice.

Q3) Attempt any Four of the following: **[4×4=16]**

a) Give difference between AngularJS and Javascript.
b) Explain the ways to implement customer directives in AngularJS.
c) Write advantage of creating Modules.
d) Write a Program that Can show the use of ng-repeot.
e) Write a program to demonstrate use of factory function.

P.T.O.

Q4) Attempt any Four of the following. **[4×4=16]**

a) What is the difference between $Scope and Scope?

b) Write a program to create a Service to calculate are of a circle.

c) Explain life cycle of a Module.

d) Write a Program to display name, qualification and address using MVC architecture.

e) Explain $document service, $logservice and $root service in brief.

Q5) Write short note on any Two of the following. **[2×3=6]**

a) Data binding.

b) Ng new, ng upadate.

c) angular. module.

Total No. of Questions: 5]

SEAT No. : ____

PA-1970

[Total No. of Pages : 2

[5954]-305
B.B.A. (Computer Application)
PHP
(2019 Pattern) (Semester-III) (CA-304)

Time : 2 ½ Hours ***[Max. Marks : 70***

Q1) Attempt any EIGHT of the following (out of Ten) **[8×2=16]**

a) List the types of array.

b) What are different arithmatic operators in PHP?

c) What is abstract class in PHP?

d) Define sticky form.

e) What is validation?

f) What is use of array-slice () in PHP?

g) What are the databases supported by PHP?

h) what is the use of session?

i) Which attribute is used for multiple selections in select tag?

j) What is the purpose of break statement?

Q2) Attempt any Four of the following (out of Five). **[4×4=16]**

a) Explain multidimensional array in PHP with example.

b) Write a PHP Program to check whether given year is leap year or not (use if else)

c) Write a PHP script to define an interface which has methods area () volume (). Define constant PI. Create a class cylinder which implements this interface and calculate area and volume

d) What are the built in functions of string?

e) Write a PHP program to reverse an array

Q3) Attempt any FOUR of the following (out of FIVE) **[4×4=16]**

a) What is variable in PHP? Explain its scope with example.

b) What is the difference between for and for each in PHP?

c) Write a PHP Program to display reverse of a string.

d) How to create cookies? Give an example.

e) Explain passing values by reference with an example.

P.T.O.

Q4) Attempt any four of the following (out of Five) **[4×4=16]**

a) What is array? Explain different types of array in PHP.

b) What is the difference between a while loop and do while loop in PHP.

c) Write a PHP program to find the sum of digit of a given number.

d) Write a PHP program to use multiple checkbox to select hobbies

e) List various MYSQL Queries with their Syntax.

Q5) Write a short note on Any Two of the following (out of Three) **[2×3=6]**

a) Explain advantages of PHP built in functions

b) Explain GET Method

c) List Advantages of PHP.

Total No. of Questions : 5]

SEAT No. : ____

PA-1971

[Total No. of Pages : 2

[5954]-306

S.Y. B.B.A. (C.A.)

CA- 305 : BIG DATA

(2019 CBCS Pattern) (Semester-III)

Time : 2½ Hours] ***[Max. Marks : 70***

Instruction to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to right indicate marks.***

Q1) Attempt any EIGHT of the following. **[16]**

a) What is big data?

b) What is data manipulation?

c) What is data science?

d) What is statistical Inference?

e) Enlist the stages of data science?

f) Define Machine Learning.

g) Define SVM?

h) What is the use of histogram?

i) What is data analysis?

j) What is the use of themes?

Q2) Attempt any FOUR of the following. **[16]**

a) Explain different types of data analytics.

b) Give advantages and Disadvantages of Machine Learning.

c) Explain the process of data analysis.

d) Explain probability distribution modeling.

e) Explain applications of big data.

P.T.O.

Q3) Attempt any FOUR of the following. **[16]**

a) State advantages and disadvantages of SVM.

b) Explain Data frame with example.

c) Explain types of regression models.

d) What is histogram? Explain with example in R.

e) Explain functions included in "dplyr" package

Q4) Attempt any FOUR of the following. **[16]**

a) Explain Naive Bayes with the help of example.

b) What is data visualization? Explain with example in R.

c) Write a R program to accept temperatures in Fahrenheit (F) and print it in Celsius (C).

d) Accept three dimensions length (l), breadth (b) and height (h) of a cuboid and print its volume.

e) Write a R program accept any year as input and check whether the year is a leap year or not.

Q5) Write a short note on Any TWO of the following. **[6]**

a) Tools used in Big Data.

b) Advantages of Big data.

c) Advantages and Disadvantages of EM algorithms.

Total No. of Questions : 5]

SEAT No. : ____

PA-1972

[Total No. of Pages : 2

[5954]-307

S.Y. B.B.A. (Computer Application)

CA-305 : BLOCK CHAIN

(2019 Pattern) (Semester-III)

Time : 2½ Hours] ***[Max. Marks : 70***

Instruction to the candidates:

1) ***All questions are compulsory***
2) ***Figures to right indicate full marks.***

Q1) Attempt any EIGHT of the following (Out of TEN). **[8×2=16]**

a) What is proof of Stake?

b) Define hashing.

c) What is truffle in Ethereum?

d) Define Digital Signature.

e) Define Cryptography.

f) What is currency?

g) What is cryptocurrency?

h) What is smart contract?

i) Define Database.

j) What is fork?

Q2) Attempt any FOUR of the following (Out of FIVE). **[4×4=16]**

a) Explain Components of Blockchain.

b) What is Ethereum network? Explain with diagram.

c) What is DAO? Explain in detail.

d) Explain life cycle of Blockchain.

e) What is Hyperledger Fabric? Give Benefits of Hyperledger Fabric.

P.T.O.

Q3) Attempt any FOUR of the following (Out of FIVE). **[4×4=16]**

a) What is blockchain? Explain its Importance?

b) What is block? Explain its structure diagrammatically.

c) Explain types of network.

d) Explain Actros of Blockchain

e) What is gas? Why it is important in Ethereum?

Q4) Attempt any FOUR of the following (Out of FIVE). **[4×4=16]**

a) Describe DApps in details.

b) With the help of diagram describe EVM.

c) Explain Web3 in details.

d) What is an EVM in blockchain? Explain EVM with example.

e) What are the advantages of Hyperledger Fabric for blockchain networks.

Q5) Write a short note one Any TWO of the following. (Out of THREE). **[2×3=6]**

a) Differentiate between private key and public key.

b) Explain working of smart contracts.

c) Give Limitations of Blockchain.