Max. Marks: 30   **Duration: 1hr.15 min**.

Class: TY BTech   Semester: VI

Branch: IT

Test 2   Name of the Course: **IT as Enabler for Start Up**

Question No.		Max. Marks	CO Mapped	Bloom's Taxonomy Level
Q.1	Elaborate problem definition along with features for an on line food delivery mobile app. Apply SWOT analysis to identify strengths and weaknesses of app. (State Assumptions, if any)	10	CO2	Application
Q.2	Apply any four Ux Principles of Web App to design webpage layout of following application: MyHealthTeams creates social networks for communities of people facing chronic conditions (everything from Lupus and multiple sclerosis, to autism, breast cancer, and COPD). MyHealthTeams believes that when people facing the same chronic condition are able to connect with and learn from each other, ask questions, get referrals and share tips with other people who personally understand what it's like to face that condition, health outcomes improve. Or Apply any four Ux Principles of mobile App to design page layout of mentioned application.	10	CO3	Application
Q.3	Discuss Google Analytics. Or Explain role of media query with example.	05	CO3	Comprehension
Q.4	Recognize web usability principles with respect to following Web UI (a)	05	CO3	Comprehension

(b)

(c)

(d)

(e)