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	NovOculi, Inc. is a start-up company that has designed—and plans to develop and market–ophthalmological surgical tools and a unique method of incisionless refractive correction dubbed NICS (Non-Invasive Corneal Sculpting). Current refractive techniques, like LASIK, require destruction of a portion of the protective epithelial layer overlying the cornea of the eye and are accompanied by complications resulting from this loss of protection. NovOculi accomplish effective refraction without the troublesome destruction of epithelium. NovOculi, Inc. puts considerable funding in promotion and selling cost. **Perform SWOT analysis for NovOculi, Inc.** (State Assumptions, if any)	10	CO2	Application
Q.2	How SEO works?	05	CO3	Comprehension
Q.3	Discuss objectives of SEO	05	CO3	Comprehension
Q.4	Discuss any one digital marketing technique.	05	CO3	Comprehension
Q5	Apply wireframe technique on Online Electronics Appliances E-Commerce website.	05	CO3	Application