

GMFC LIBRARY



BCA SEM IV

21-22

Question Papers

2022
(IV)

Roll No: _____

Total No. of Questions: 06

Total No. of pages: 04

**B.C.A Semester End Examination
Investment and Portfolio Management
Semester IV**

Duration: 02 Hrs.

Maximum Marks: 60 Marks

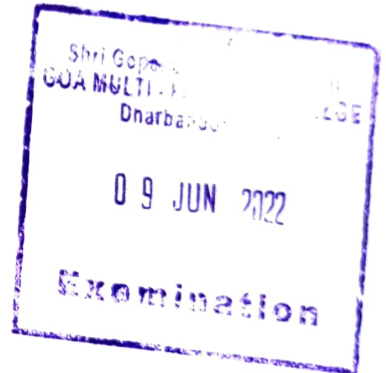
- Instructions:**
- 1) All Questions are Compulsory.
 - 2) Figures to the right indicate maximum marks allotted.
 - 3) Provide sufficient margin space in the answer-book for recording marks.
 - 4) Enter the appropriate main & sub-question numbers in the answer-book.

Q1. A. Explain the following terms: (05 marks)

- a) Initial Public offering
- b) Portfolio Construction
- c) Equity Share Capital
- d) Diversification of Investment.
- e) Warrants.

Q. 1. B. Fill in the blanks with correct alternative from the given alternatives. (05 marks)

- a) _____ is the Tax saving investment
 - i) Fixed Deposit
 - ii) Shares
 - iii) PPF
 - iv) Post Office Saving
- b) _____ are the combination of assets held by the investors.
 - i) Portfolio
 - ii) Block of Assets
 - iii) Securities
 - iv) All of the above



- c) In which year Over the Counter Exchange of India was established?
 - i) 1988
 - ii) 1991
 - iii) 1990
 - iv) 1985
- d) A finance Company in which a Demat Account can be opened is known as _____.
 - i) Demat Company
 - ii) Depository Consultant
 - iii) Depository Accountant
 - iv) None of the above
- e) The fundamental analysis approach has been associated with _____.
 - i) Uncertainties
 - ii) Certainties
 - iii) Ratios
 - iv) Balance Sheet

- Q2. Answer the following questions: **(Any One)**
- A. Explain the Equity Shareholder rights in a Company. **(10 marks)**
- OR**
- X. Explain the main objectives of Investment. **(10 marks)**
- Q3. Answer the following questions: **(Any One)**
- A. State and explain the function of Stock Market. **(10 marks)**
- OR**
- X. Explain the features of New Issue Market. **(10 marks)**
- Q4. Answer the following questions: **(Any One)**
- A. Explain the steps involved in Traditional approach. **(10 marks)**
- OR**
- X. State and discuss the different types of Risk. **(10 marks)**
- Q5. Answer the following questions: **(Any One)**
- A. Explain the Portfolio Construction with example. **(05 marks)**
 - B. Explicate the different types of Day trading. **(05 marks)**
- OR**
- X. Discuss the modern approach. **(05 marks)**
 - Y. Explain the objectives of Portfolio construction. **(05 marks)**
- Q6. Answer the following questions: **(Any One)**
- A. Difference between Traditional approach vs Modern Approach. **(05 marks)**
 - B. Discuss the procedure for Online Trading. **(05 marks)**
- OR**
- X. Difference between Equity Share Capital Vs Debenture. **(05 marks)**
 - Y. State and explain the Investment Process. **(05 marks)**

Roll No:

Total No. of Questions: 06

Total No. of pages: 02

BCA Semester IV End Examination

GE_401: ADVERTISING

Semester: IV



Duration: 2 Hrs.

Maximum Marks: 60

Instructions:

6. Answer All the Questions.
7. The marks are indicated at the right side of the corresponding question.
8. Section I Consists of questions carrying one marks each.
9. Sec II consists internal choices having 10 marks each.
10. Please read the question paper carefully and in case of any discrepancy, ask to replace it within 15 mins of the commencement of the examination.

SECTION I

7. Answer all the questions.

(1×5= 5)

(C) Fill in the Blanks:

- i. Which among the following is an example of Print Media Advertising:
a. AD on FM radio, b. Television AD, c. Ad in Magazine, d. Flash Ads
- ii. 4P's of Marketing are: _____, _____, _____ and _____.
- iii. For advertisement of products like Pan Masala or Alcoholic Beverages, _____ type of advertising is suitable.
- iv. A type of Segmentation technique where segmentation is done on the basis of the psychological parameters of a consumer is better called as: _____ segmentation.
- v. A particular logo, name, use of specific colour or fonts to describe a brand name is known as _____.

(D) State True or False:

(1×5= 5)

- i. Patents and Copyrights are one and the same thing having different names only.
- ii. Copyrights are normally granted to creative and scholarly work.
- iii. Interactive Ads are always one way communication directed for the user groups.
- iv. Marketing Research is the most important aspect to have competitive advantage over the rivals.
- v. Restrictive trade practices are allowed in advertising industry.

SECTION II

Q2. (A) Write an explanatory note on Ethical Advertising. How ethical business aids in sustainability and Growth? Explain your views about it. (10 Marks)

OR

(X) What do you mean by Print Media? Explain the historical developments and evolution of Print Media in the Advertising Industry?

Q3. (A) Define Advertising Media. Explain various media of advertisements with their respective advantage and disadvantages.

OR

(X) What do you mean by Marketing Research? Explain the various advantages of having in-house marketing research for a business house. (10 Marks)

Q4. (A) Explain the various channels of distributions involved in the advertising industry in detail.

OR

(X) What do you mean by advertising Life-cycle? Explain the relevance of studying the Advertising Life-cycle and its impact on the ad making. (10 Marks)

Q5. (A) What is "Intellectual Property Rights? Explain various concepts of IPR in detail.

OR

(X) Differentiate between the following (Both have to be answered having 5 marks each):

I. Patents Vs. Copyright

II. Trade Secret Vs. Industrial Design Rights

(10 Marks)

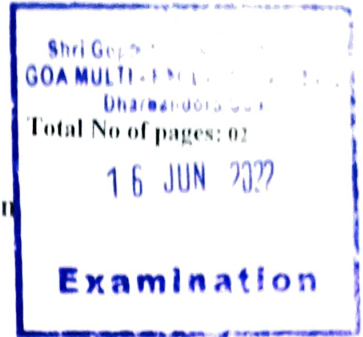
Q6. (A) What do you mean by Client Sourcing? How client procurements be done? Explain the methods.

OR

(X) Explain the concept of Client Servicing and Customer Relationship Management in Detail with appropriate examples. (10 Marks)

Roll No: _____

Total No. of Questions: 06



B.C.A. Semester End Examination

Technical Writing Skills CAA102

Semester No: IV

CBCS

Duration: 02 Hrs.

Maximum Marks: 60

Q1. A) Fill in the blanks with the most appropriate responses. [5x1=05]

1. The _____ provides the return address and telephone number to enable the receiver to contact the sender.
2. The _____ helps trace previous correspondence on the same topic.
3. Justice delayed is justice _____
4. Instead of using the word 'chairman' the better option is to use the word _____.
5. The _____ layout/form of business letters is not used extensively because of difficulty in typing

Q1. B) State if the following statements are true or false. [5x1=05]

1. On an official letter pad, the name of the company is usually printed on the top and the centre of the page.
2. The indented form uses open punctuation
3. The salutation is dropped in the NOMA form.
4. Full block form is considered to be a balanced layout.
5. N.O.M.A. stands for National Office Management Association.

Q2. Answer any one of the following. [10 Marks]

A. What can you do to increase the effectiveness of a business letter?

OR

B. What is the hanging paragraph form/layout. Explain with the help of a short note and a diagram.

Q3. Answer any one of the following. [10 Marks]

A. What is a testimonial? Draft a testimonial for an employee from the accounts department who is leaving the company after over a decade of honest service. Assume you are the manager of the Accounts Department.

OR

B. You have received an application from Shri Mandeep Singh for post of Senior Clerk in your firm. He has given the name of Mr. Kapur, proprietor of Kapur Glassware Distributors as a reference. Write to Mr. Kapur and enquire about Mr. Mandeep Singh's competence and work ethic.

Q4. Answer any one of the following.

[10 Marks]

A. List and briefly describe some of the benefits of the Right to Information Act.

OR

B. Write a letter of appointment to Ms. Shruti Naik who has been selected as a Customer Care Executive at a company that is known for manufacturing cell phones. Assume you are an assistant to the HR Manager.

Q5. Answer any one of the following.

[10 Marks]

A. With the help of relevant examples, explain the differences and similarities between a 'To Let' classified ad and an 'Accommodation Wanted' ad.

OR

B. Assume you are the cultural secretary of your college. Your college recently organized a teachers' day celebration. Draft a press release on the same.

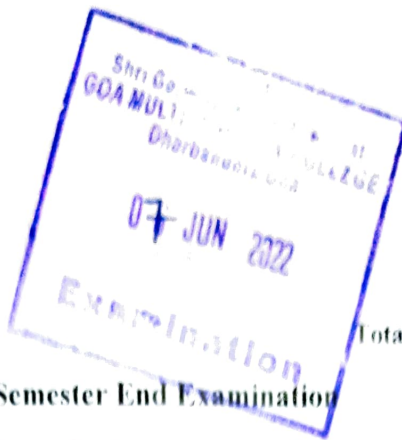
Q6. Answer any one of the following.

[10 Marks]

A. List and describe some important etiquette rules while sending emails.

OR

B. Draft a notice inviting sealed tenders for work pertaining to construction of a Drainage Channel at a local college. The notice is to be issued by the Principal of the College.



Roll No:

Total No. of Questions: 06

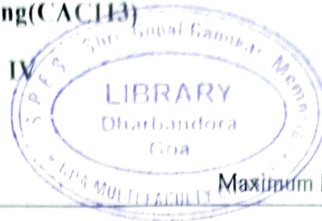
Total No. of pages: 02

B.C.A. Semester End Examination

Software Engineering(CAC113)

Semester No: IV

CBCS



Duration: 2 Hrs.

Maximum Marks: 60

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks to the question/sub-question.

Q.1.A Fill in the blanks:

(5X1 =05)

- i. ____ design focuses on internal logic of each module that is specified (High level design, Detailed design, Architectural design, System design).
- ii. ____ testing is performed to demonstrate the client on real life data of the client, the operation of the system (unit testing, integration testing, system testing, acceptance testing).
- iii. ____ is the effort available from the team to complete PBIs during the sprint (capacity, velocity, estimation, emergent).
- iv. In ____ Programming two programmers work together at one workstation (module, agile, pair, cohesion).
- v. The whole team is responsible for the system and not the individuals represents ____ (metaphor, collective ownership, coding standards, sustainable pace).

Q.1.B State whether the following statements are true or false:

(5X1 = 05)

- i. Poor communication in software team is root cause of project failure.
- ii. Software is collection of programs, procedures, rules, associated documentation and rules.
- iii. Documentation is not important in waterfall model.
- iv. Version control system allows tracking history of collection of files.
- v. In pair programming both the 'driver' and 'observer' writes the code and reviews it.

Q.2. Answer the following:

10

A. Define software engineering.

2

B. What is Reengineering? Give any one reason to consider re-engineering.

3

C. Explain i) Centralized version control systems

OR

ii) Commit in Git.

Q.3. Answer the following:

- A. What is Git merging?
- B. Explain simplicity and courage values in extreme programming.
- C. Explain i) Pros and Cons of traditional software development approach.

OR

ii) Any three principles of agile.

Q.4. Answer the following:

- A. What is scrum?
- B. Explain disadvantages of agile processes.
- C. Explain User Stories.

Q.5. Answer the following:

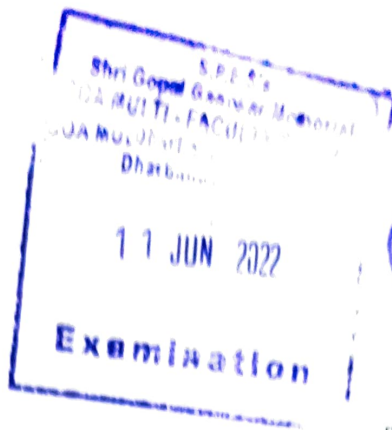
- A. What is the sprint?
- B. Explain any two characteristics of product backlog.
- C. Explain different roles with respect to the scrum framework.

Q.6. Answer the following:

- A. Give any two advantages of extreme programming.
- B. Explain the sprint retrospective.
- C. Explain i) test driven design. Give any two advantages of test driven design.

OR

ii) Extreme programming.



Roll No:

Total No. of Questions: 06

Total No. of pages: 02

B.C.A. Semester End Examination

Data Communications (CAC-114)

Semester No: IV

CBCS

Duration: 2 Hrs.

Maximum Marks: 60

Instructions:

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

Q.1.A) Complete the statements by using appropriate word(s)

(5x1=05)

1. The _____ uniquely defines a host on the Internet.
 - a) Logical address
 - b) IP address
 - c) Physical address
 - d) Port address
2. The _____ is responsible for the process-to-process delivery of the entire message.
 - a) Data link layer
 - b) Network layer
 - c) Transport layer
 - d) Application layer
3. TCP is a short for _____.
 - a) Transmission Control Protocol
 - b) Transfer Control Protocol
 - c) Telegram Control Protocol
 - d) Telephone Control Protocol
4. _____ is an expansion of ICMP.
 - a) Intranet Control Message Protocol
 - b) Internet Central Message Protocol
 - c) Intranet Control Message Protocol
 - d) Internet Control Message Protocol

5. _____ is the process of converting digital data to a digital signal.

- a) Line Encoding
- b) Line Decoding
- c) Line Coding
- d) Line Modelling

B) Answer the following questions briefly

- 1. Expand the term OSI.
- 2. What is the use of repeaters?
- 3. Give any one advantage of using fibre optic transmission.
- 4. Define Physical address.
- 5. Define subnetting.

(5x1=5)

Q 2 A) What are the following standards mean?

- a) De Facto
- b) De Jure

(02)

B) Briefly explain the data flow process with respect to the following terms

- a) Simplex
- b) Half-Duplex
- c) Full-Duplex

(03)

C) State and explain the components of data communication system.

(05)

Q 3 A) Mention any two functions of Transport layer

(02)

B) Write a note on IPv4 addresses.

(03)

C) Explain TCP/IP with a diagram.

(05)

Q 4 A) Write a note on Router

(02)

B) Differentiate between Parallel and Serial Transmission

(03)

C) Explain unguided media

(03)

Q 5 A) Write a note on Address Resolution Protocol.

(02)

B) Explain IEEE.802.11 architecture.

(03)

C) Explain classful addressing.

(05)

Q.6. A) What are socket addresses?

(02)

B) Explain Multiplexing and Demultiplexing in transport layer

(03)

C) Compare UDP and TCP.

(05)



Roll No: _____

Total No. of Questions: 06

Total No. of pages: 04

**B.C.A Semester End Examination
Investment and Portfolio Management
Semester IV**

Duration: 02 Hrs.

Maximum Marks: 60 Marks

Instructions: 1) All Questions are Compulsory.

2) Figures to the right indicate maximum marks allotted.

3) Provide sufficient margin space in the answer-book for recording marks.

4) Enter the appropriate main & sub-question numbers in the answer-book.

Q1. A. Explain the following terms:

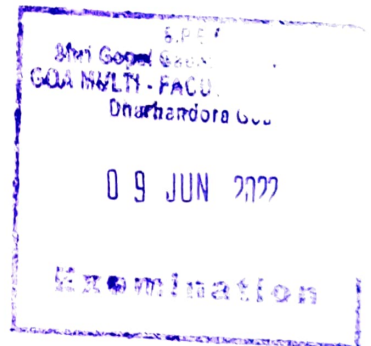
(05 marks)

- Initial Public offering
- Portfolio Construction
- Equity Share Capital
- Diversification of Investment.
- Warrants.

Q. 1. B. Fill in the blanks with correct alternative from the given alternatives.

(05 marks)

- _____ is the Tax saving investment
 - Fixed Deposit
 - Shares
 - PPF
 - Post Office Saving
- _____ are the combination of assets held by the investors.
 - Portfolio
 - Block of Assets
 - Securities
 - All of the above
- In which year Over the Counter Exchange of India was established?
 - 1988
 - 1991
 - 1990
 - 1985
- A finance Company in which a Demat Account can be opened is known as _____.
 - Demat Company
 - Depository Consultant
 - Depository Accountant
 - None of the above
- The fundamental analysis approach has been associated with _____.
 - Uncertainties
 - Certainties
 - Ratios
 - Balance Sheet



- Q2. Answer the following questions: **(Any One)** (10 marks)
A. Explain the Equity Shareholder rights in a Company. (10 marks)
OR
X. Explain the main objectives of Investment. (10 marks)
- Q3. Answer the following questions: **(Any One)** (10 marks)
A. State and explain the function of Stock Market. (10 marks)
OR
X. Explain the features of New Issue Market. (10 marks)
- Q4. Answer the following questions: **(Any One)** (10 marks)
A. Explain the steps involved in Traditional approach. (10 marks)
OR
X. State and discuss the different types of Risk. (10 marks)
- Q5. Answer the following questions: **(Any One)**
A. Explain the Portfolio Construction with example. (05 marks)
B. Explicate the different types of Day trading. (05 marks)
OR
X. Discuss the modern approach. (05 marks)
Y. Explain the objectives of Portfolio construction. (05 marks)
- Q6. Answer the following questions: **(Any One)**
A. Difference between Traditional approach vs Modern Approach. (05 marks)
B. Discuss the procedure for Online Trading. (05 marks)
OR
X. Difference between Equity Share Capital Vs Debenture. (05 marks)
Y. State and explain the Investment Process. (05 marks)