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B.C.A SEM IV

22-23

Question Papers

SATERI PISANI EDUCATION SOCIETY'S
Shri. Gopal Gaonkar Memorial
GOA MULTI-FACULTY COLLEGE
Dharbandora-Goa

MAY 2023

Roll No: _____

Total No. of Questions: 06

Total No. of pages: 03

B.C.A Semester End Examination
Investment & Portfolio Management (CAG123)

Semester IV

CBCS

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.

Q.1. A. Explain the following terms:

(05 Marks)

- a) Fast Track Issue
- b) Portfolio Construction
- c) Cumulative Preference Shares
- d) Passive Management
- e) Warrants

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

(05 Marks)

1. Shares issued by a company to its employees or directors in consideration of 'Intellectual Property Right' are called _____.

- a) Right equity shares
- b) Private equity shares
- c) Sweat equity shares
- d) Bonus equity shares

2. An issue of shares that is not a public issue but offered to a selected group of persons is called _____.

- (a) Public offer
- (b) Private placement of shares

- (c) Initial public offer
- (d) None of the above

3. Funds can be raised in Primary Market through _____.

- a) Public Issue by Prospectus
- b) Private Placements
- c) Rights Issues
- d) All of the Above

4. _____ of India was the first to grant permission to brokers for internet trading.

- a) National Stock Exchange
- b) Bombay Stock Exchange
- c) Ahmedabad Stock Exchange
- d) Kolkata Stock Exchange

5. The process of addition of more assets in an existing portfolio is called _____.

- a) Portfolio revision
- b) Portfolio addition
- c) Portfolio exchanging
- d) None of these

Q.2. Answer the following questions: (Any One)

(10 Marks)

A. Explain the different types of Bonds.

OR

B. Explain the difference between Investment, Speculation and Gambling.

(10 Marks)

Q.3. Answer the following questions: (Any One)

(10 Marks)

A. Explain the Parties involved in New Issue Market.

OR

B. Explain the Procedure for Online Trading.

(10 Marks)

Q.4. Answer the following questions: (Any One)

A. State & discuss different types of Risk.

(10 Marks)

OR

B. Discuss Traditional Approach of Portfolio Construction in detail. **(10 Marks)**

Q.5. Answer the following questions: **(Any One)**

A. Discuss the Modern Approach. **(10 Marks)**

OR

B. State & Explain the functions of Stock Exchange. **(10 Marks)**

Q.6. Answer the following questions: **(Any One)**

A. Explain the Risk-Adjusted Methods of Portfolio Evaluation. **(5 Marks)**

B. State & explain different types of Stock Trade Orders. **(5 Marks)**

OR

C. Explain the Equity Shareholders rights in a company. **(10 Marks)**

Roll No:

Total No. of Questions: 06

Total No. of pages: 03

B.C.A. Semester End Examination

Software Engineering (CAC113)

Semester No: IV

CBCS

04 MAY 2023

Examination

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)

- I. Which of the following is /are the Agility principles?
 - a) To satisfy the customer through early and continuous delivery.
 - b) Deliver working software frequently
 - c) Build projects around motivated individuals
 - d) All of the mentioned above

- II. What is the ideal sprint length?
 - a) 1-2 months
 - b) 1-4 weeks
 - c) 3 months
 - d) 6 months

- III. Which of the following is/are the responsibilities of Scrum master?
 - a) Responsible for enacting Scrum values and practices
 - b) Removes impediments
 - c) Ensure that the team is fully functional and productive
 - d) All of the mentioned above

- IV. Which of the following are XP values?
- a) Simplicity
 - b) Feedback
 - c) Both (a) and (b)
 - d) None of the above

- V. Devops stands for
- a) Digital and Operations
 - b) Development and Operations
 - c) Development and Operators
 - d) None of the above

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

(5X1=5)

- I. The Best Architectures, Requirements, and Designs emerge from Self Organizing Teams
- II. Changes are allowed during a Sprint
- III. Poor communication in software teams is one of the root causes of failure of a project
- IV. The black box testing is a method used to test internal working of the software system.
- V. Verification is done before the validation testing.

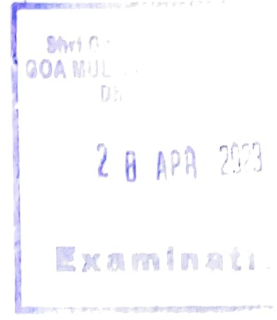
Q.2. Answer the following:

- A. What is Reverse Engineering? 2
- B. Explain Iterative Model. 3
- C. Explain the Principles of Agile. 5

- Q.3.** Answer the following:
- A. Write a difference between staged and committed files. 2
 - B. Explain Distributed version control system 3
 - C. Explain the User Stories. 5
- Q.4.** Answer the following:
- A. What is Scrum? 2
 - B. List and explain any two characteristics of user stories. 3
 - C. Explain the product backlog. 5
- Q.5.** Answer the following:
- A. Give any two disadvantages of Agile process. 2
 - B. Write a short note on Devops. 3
 - C. Explain pair programming. 5
- Q.6.** Answer the following:
- A. Give any two advantages of Extreme Programming. 2
 - B. Differentiate between verification and validation. 3
 - C. Explain White box testing. 5

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B.C.A. Semester End Examination

Technical Writing Skills CAA102

Semester No: IV

CBCS

Duration: 02 Hrs.

Maximum Marks: 60

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

1. Words like 'Chairman' and 'Salesman' are now considered outdated.
2. Confidential letters are also called Personal/Private letters.
3. It is okay to omit using punctuation in the Head Address.
4. Reports should always be accompanied by a cover letter.
5. Press release can act as a form of free publicity.

Q1. B) Answer the following in not more than four lines. [5x1=05]

1. What is meant by adopting the "you attitude" while writing letters?
2. Give one example of a cliché phrase.
3. What does P.S. stand for?
4. What is a show cause memo?
5. What is meant by 'Note of Dissent' in Committee Reports?

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

A. In your opinion, what are the common errors that people usually make while drafting and sending out business letters? Why do these errors occur?

OR

B. What are the essential components/parts of an appointment letter?



[10 Marks]

Q3. Answer any one of the following.

A. Assume you are an HR Manager at a company that creates e-content. Ms. Jyoti Sharma has applied for a job of a senior content writer. Draft a reference request to this candidate's previous boss/supervisor.

OR

B. Assume you had applied for the position of a Trains Clerk (TNC). You answered the required written test, but did not receive an interview call. Draft an RII application seeking details regarding the test results and shortlisting criteria.

[10 Marks]

Q4. Answer any one of the following.

A. Assume you are the Principal at a local college. A new block of classrooms is being constructed in your campus. Draft a tender notice for work related to electrical wiring in the new block being constructed. State the necessary terms and conditions.

OR

B. Assume you work in the public relations department of a company that manufactures adhesives and sealants. Your company has recently launched a new website. Draft a short press release about this.

[10 Marks]

Q5. Answer any one of the following.

A. Draft classified ad copies for the situations listed below:

1. A flat owner wants to sell his property.
2. A businessman wants to find his lost wallet.

OR

B. List and briefly describe at least ten basic netiquette rules.

Q6. Answer any one of the following.

[10 Marks]

A. Assume you work in the accounting department of a company that owns a chain of bakeries across the state. Your brand has built a niche in supplying birthday and wedding cakes. Customers have made frequent complaints about the branch at Mapusa. Complaints have been about incorrect bills and late deliveries. Your department has also noticed discrepancies in reported profits at this branch. You were sent to conduct a surprise inspection at this location. Draft a report.

OR

B. Why do modern business organizations create different types of reports? How does it benefit them?

Roll No: _____
Total No: of Questions: 06

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B.C.A Semester End Examination,

Advertising (CAG-103)

Semester No: IV

Duration: 02 Hrs.

Maximum Marks: 60 Marks

Instructions: -

1. All questions are compulsory, however internal choice is available.
2. Figures to the right indicate full marks allotted to each question.
5. Start each new question on a fresh page.
6. Provide sufficient margin space in the answer book for recording marks
7. Enter the appropriate main & sub-question numbers in the answer-book.

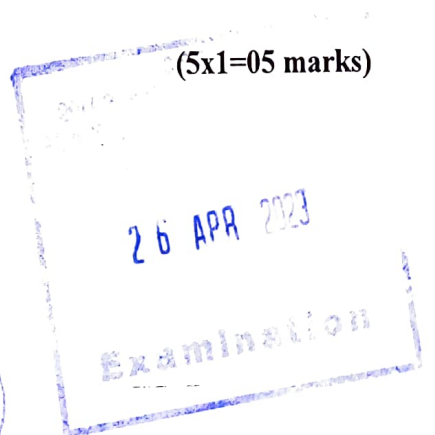
Q.1 A. Fill in the blanks with appropriate answer (5x1=05 marks)

- i. When an advertiser leaves one ad agency and switches over to another, it is known as _____
- ii. An advertisement is termed to be _____ when it deceives the consumer by misrepresenting their products or services and by making false statements regarding it.
- iii. _____ advertising is commonly seen for liquor and tobacco products whose advertising is banned by many countries.
- iv. _____ refers to advertising or other sales representations, which praise the items to be sold with subjective opinion, superlatives or stating no specific facts.
- v. _____ advertising is also called display advertising, consists of static or animated images or media and is usually placed in high-visibility areas on high-traffic website

B. Answer the following questions in brief.

- i. What is online advertising?
- ii. Audio/Visual team in advertising
- iii. Product launch
- iv. Print media
- v. Contests and game viral

(5x1=05 marks)



Q.2 X. Explain the evolution of advertising in India.

(10 marks)

OR

Y. Explain the significance of ethics in the field of advertising.

(10 marks)

Q.3. X. Explain in detail client acquisition and client servicing with suitable examples.

(10 marks)

OR

Y. Explain media planning for Television Ads.

(10 marks)

Q.4. X. Explain in detail the various channels of distribution in advertising industry.

(10 marks)

OR

Y. Explain the various types of advertising?

(10 marks)

Q.5 X. What is advertising contract? Explain its importance.

(10 marks)

OR

Y. Explain the various legislations affecting advertising?

(10 marks)

Q.6. X. What is Advertising campaign? Explain its basic principles.

(10 marks)

OR

Y. Explain the role of graphic design in creative advertising.

(10 marks)

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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) Fill in the blanks with appropriate word(s).

1. _____ waves use omnidirectional antennas. (5x1=05)
2. The _____ layer is responsible for the source-to-destination delivery of a packet, possibly across multiple networks
3. _____ method of HTTP Request sends request to get document from server.
4. Those standards that have been legislated by an officially recognized body are known as _____ standards.
5. _____ category of co-axial cables are used for cable TV.

Q.1.B) Write the full forms of the following abbreviations:

1. CIDR (5x1=05)
2. ICMP
3. TCP
4. MAN
5. ISP

Q.2. Answer the following:

- A) Mention any two functions of Physical Layer of ISO OSI network model. (02)
- B) Mention any three differences between Simplex and Half Duplex mode of data transmission. (03)
- C) Write a short note on Mesh Topology. (05)

P.T.O.

- Q.3. Answer the following:** (02)
- A) Define DNS (03)
- B) A block of address is granted to a small organization. One of the addresses is 205.16.37.40/28. Find the following: (05)
- i. First address of block
 - ii. Last address of block
 - iii. Number of addresses
- C) Write a short note on Secret-key encryption.

- Q.4. Answer the following:** (02)
- A) What is connectionless service? Which transport layer protocol uses this service? (03)
- B) Briefly explain any three approaches to secure a network. (05)
- C) What is IP address? Explain all the classes of IP addressing

- Q.5. Answer the following:** (02)
- A) What is Intranet? (03)
- B) What are radio waves? Mention any two applications of radio wave. (05)
- C) With a neatly labeled diagram, explain UDP header format.

- Q.6. Answer the following:**
- A) Briefly explain Tiers of ISP. (02)
- B) Briefly explain following ports: (03)
- i. Well-known ports
 - ii. Registered ports
 - iii. Dynamic ports
- C) With a neatly labeled diagram explain the working of fiber optics along with its advantages and disadvantages. (05)
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