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Question Papers



CCA – 04



B.C.A. (Semester – VI) Examination, April 2017
COMPUTER SCIENCE (Elective)
Content Management Systems

Duration : 2 Hours

Max. Marks : 50

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

1. Answer the following : (5x2=10)
 - a) What is content in a Content Management System ?
 - b) Define web hosting service.
 - c) State any 4 examples of CMS systems.
 - d) What is wiktionary ?
 - e) What are Plugins ?

2. Answer the following : 2
 - a) What is Joomla CMS ? 2
 - b) State the steps for creating new course in Moodle. 3
 - c) What are the benefits of Content Management Systems ? 5

3. Answer the following : 2
 - a) What are tags in wordpress ? 2
 - b) What are the features of Wix CMS ? 3
 - c) Write the steps for adding media in a wordpress blog. 5

4. Answer the following : 2
 - a) What are widgets ? 2
 - b) Differentiate between wordpress.com and wordpress.org. 3
 - c) Write down steps to add an assignment activity in Moodle. 5

5. Answer the following : 2
 - a) Why menus are essential part of a website ? 2
 - b) State any 5 myths about CMS systems. 3
 - c) Discuss how to create an article and publish in Wikipedia. 5



CCA -- 02



B.C.A. (Semester – VI) Examination, April 2017
MULTIMEDIA TECHNOLOGY

Duration : 2 Hours

Max. Marks : 50

Instructions : 1) **All questions are compulsory.**

2) **Figures to the right indicate full marks.**

1. A) State **True** or **False** :

(5×1=5)

- a) Google SketchUp is a 3D Authoring tool.
- b) Full form of PNG is Private Network Graphics.
- c) Flash is a Raster Graphic Software.
- d) Reverb is a delay effect of sound in multimedia.
- e) Newspaper is an example of web-based multimedia.

B) Answer the following in **one** or **two** statements **each** :

(5×1=5)

- a) State the difference between Raster Graphic and Vector Graphic Formats.
- b) Define hypermedia.
- c) Give any two examples of audio formats.
- d) What are Frames in video technology ?
- e) Give two examples of print media.

2. Answer the following :

A) State any two points of difference between print media and electronic media. **2**

B) How can graphics be used to enhance multimedia content ? **3**

C) Define web-based multimedia. Discuss its advantages and disadvantages. **5**

P.T.O.



3. Answer the following :
 - A) What are Multimedia Authoring tools ? Give any two examples.
 - B) Why TIFF file format not suitable for web pages ?
 - C) Explain why CMYK color mode is used in printing industry ?

4. Answer the following :
 - A) What is Equalization and Vocal Remover in audio effects ?
 - B) Calculate the size of stereo audio of 360 seconds duration and sampling depth of 16 bit and with a sampling rate of 22.05 Hz.
 - C) Explain the .wav file format.

5. Answer the following :
 - A) Define a video (visual) effect with an example.
 - B) What are the advantages of MPEG-4 over SWF file format ?
 - C) Define Codec. Discuss interframe and intraframe compression in brief.



CCA – 11

B.C.A. (Semester – VI) Examination, April 2017
NON COMPUTER SCIENCE
Elective : Advertising

Duration : 2 Hours

Total Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Figure to the right indicates full marks.**
3) **Draw diagrams wherever necessary with a pencil.**

1. Define **any 5** of the following terms : (5x2=10)
- FMCG
 - Jingles
 - Trademark
 - Flash ads
 - Bill board
 - AIDA
 - Public Service Advertising.
2. Answer the following : (5x2=10)
- A) 'Advertising plays an important role in the society' – Comment.
B) Why is it important to have laws to regulate advertisements ?
- OR
- X) Give a brief account of the history of advertising.
Y) Discuss any two laws regulating advertising in India.
3. Answer the following : (5x2=10)
- A) What are elements of print advertising ?
B) What do you mean by consumer advertising and industrial advertising ?
- OR
- X) Discuss the characteristic features of an advertising campaign.
Y) Discuss the different types of online advertising.

P.T.O.



4. Answer the following :

(5×2=10)

- A) What do you mean by advertising agency ? Discuss its functions.
- B) 'Media Mix' is an important step in media planning. Comment.

OR

- X) What effects can be achieved by good typography ?
- Y) Discuss the factors influencing planning of an Advertising Campaign.

5. Answer the following :

(5×2=10)

- A) Give the importance using appeals in advertising with the help of suitable examples.
- B) Discuss the advantages of using Mascots in an advertisement.

OR

- X) Discuss the various execution styles of television commercials.
- Y) "Ethics play a crucial role in advertising". Justify this statement.



**B.C.A. (Semester – VI) Examination, April 2017
MANAGEMENT INFORMATION SYSTEMS**

Duration : 2 Hours

Max. Marks : 50

Instructions : 1) **All questions are compulsory.**

2) **Figures to the right indicate full marks.**

3) **Draw diagrams wherever necessary.**

1. A) Fill in the blanks : (1×5=5)

- i) If a class average score is information, then the student test score is _____
- ii) Daily planning, accidents and incidents are sources of _____ information.
- iii) _____ is software that allows users to transform enterprise data into quickly accessible and executive-level reports.
- iv) Each organization is made up of several levels : _____, Tactical and Operational levels.
- v) _____ decisions help in envisioning things in an ideal form, or in simpler term aiming for perfection.

B) State whether the following statements are **True or False** : (5×1=5)

- i) Tactical plans have a medium level of detail and will be very specific.
- ii) CAD (Computer-Aided Design) system is a knowledge work system.
- iii) MIS should merely provide past or historical information.
- iv) Explicit knowledge includes cultural beliefs, values, attitudes, skills, capabilities and expertise.
- v) Office Automation can disrupt traditional office work roles and work environments.

2. Answer the following :

- A) List the attributes of information. **2**
- B) Define MIS. Explain any 2 characteristics of MIS. **3**
- C) Explain in brief the types of knowledge management systems. **5**

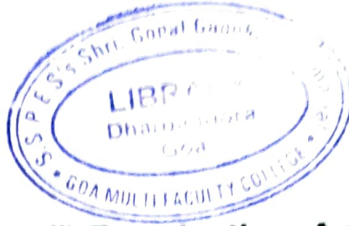
P.T.O.



- 3. Answer the following :
 - A) Explain any 2 functions of MIS. 2
 - B) List the steps while performing Pareto analysis in decision making. 3
 - C) Define e-CRM systems. Explain how CRM systems can help in marketing. 5

- 4. Answer the following :
 - A) What is Case-Based Reasoning ? 2
 - B) Explain any 3 features of ESS. 3
 - C) Write a short note on Expert Systems briefly describing its components and architecture. 5

- 5. Answer the following :
 - A) What are the advantages of Office Automation Systems ? 2
 - B) Explain the SECI model. 3
 - C) What are SCM systems ? Discuss the activities of SCM systems. 5



RR – 01

B.C.A. (Semester – VI) Examination, April 2018
MANAGEMENT INFORMATION SYSTEMS

Duration : 2 Hours

Total Marks : 50

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

1. Define the following in 2-3 sentences : (5×2=10)
 - i) Integrated feature of MIS.
 - ii) Explicitness w.r.t. information.
 - iii) Backward chaining.
 - iv) Groupware.
 - v) CRM software.

2. Answer the following :
 - A) Compare data and information. 2
 - B) Explain the functions of MIS with a diagram. 3
 - C) Define Pareto analysis. Explain in detail the steps involved in it. 5

3. Answer the following :
 - A) List and explain the examples of knowledge work systems. 2
 - B) Discuss Fuzzy logic with an example. 3
 - C) Explain knowledge management value chain with a diagram. 5

4. Answer the following :
 - A) Explain the limitations of using office automation system. 2
 - B) Discuss the architecture of expert systems with a diagram. 3
 - C) Explain briefly the features of ESS. 5

5. Answer the following :
 - A) Explain any two operational benefits of ERP. 2
 - B) Discuss the supply chain management software. 3
 - C) Explain the impact of SCM systems on strategic, tactical and operational level. 5



RR – 06

B.C.A. (Semester – VI) Examination, April 2018
NON-COMPUTER SCIENCE (Elective)
Marketing Fundamentals

Duration : 2 Hours

Total Marks : 50

Instructions : 1) **All questions are compulsory.**

2) **Figures to the right indicate full marks.**

3) **From Q. 2 to Q. 5 attempt either (A and B) or (X and Y).**

1. Answer the following : (2×5=10)
- A) What is Positioning ?
- B) State 4P's of Marketing.
- C) Explain any two features of Advertising.
- D) What is Price Skimming ?
- E) Explain the component of Place.
2. Write short notes on the following : (5×2=10)
- A) Price Penetration and Cost-based Pricing.
- B) Product Life Cycle.
- OR
- X) Packaging and labelling.
- Y) Geographic segmentation and Psychographic segmentation.
3. Answer the following : (5×2=10)
- A) Define Price. Explain any four factors affecting pricing decisions.
- B) Explain the importance of marketing.
- OR
- X) Explain any two concepts of marketing.
- Y) Distinguish between Selling concept and Marketing concept.

P.T.O.

RR – 06

4. Answer the following :

- A) Which are the elements of Promotion ? Explain.
- B) Explain the process of Personal Selling.

OR

- X) Explain the tools of Public Relations.
- Y) Define Advertising and explain any four advantages.

5. Write short notes on the following :

- A) Shopping goods and Emergency goods
- B) Services Performed by Retailer and Wholesaler.

OR

- X) Levels of Distribution Channel.
 - Y) Transportation and Warehousing.
-



3

RR – 03

B.C.A. (Semester – VI) Examination, April 2018
COMPUTER SCIENCE
Elective : E-Commerce Applications

Duration : 2 Hours

Total Marks : 50

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

1. A) Define the following : (1×5)

- 1) Electronic Markets
- 2) Blog
- 3) Content filtering
- 4) Black hat marketing
- 5) Spyware.

B) Fill in the blanks : (1×5)

- 1) The _____ provides product development, conferencing, accounting, financial planning, logistics etc. through e-commerce.
- 2) The _____ was developed to be a pool of human knowledge, which would allow collaborators in remote sites to share their ideas and all aspects of a common project.
- 3) Companies that provide products or services directly to customers are called _____
- 4) _____ are designed as electronic analogs of various forms of payment backed by a bank or financial institution.
- 5) _____ is a program that appears to be legitimate but actually contains another program or block of undesired malicious, destructive code, disguised and hidden in a block of desirable code.

P.T.O.

2. Answer the following :

- 1) What are the advantages of e-commerce webstores over traditional market places ?
- 2) Write a short note on the meaning of Digital Signature.
- 3) 'A website is an essential tool for a successful business.' List out the design tips to do for a website.

3. Answer the following :

- 1) How are viruses and worms a threat to e-mail security ?
- 2) Write a short note on E-marketing.
- 3) What are the different classifications of Business to customer (B2C) model of E-commerce ?

4. Answer the following :

- 1) What do you mean by procurement ?
- 2) Define XML. What are the limitations of XML ?
- 3) 'In India, we have seen a rise in online businesses.' Write a short note on how online marketing is helping these businesses.

5. Answer the following :

- 1) Write down the importance of E-cash in E-commerce ?
 - 2) What are the different categories of e-commerce applications ?
 - 3) 'E-commerce businesses are prone to security treats.' List and explain the various security issues related to E-commerce.
-



2

RR – 02

B.C.A. (Semester – VI) Examination, April 2018
MULTIMEDIA TECHNOLOGY

Duration : 2 Hours

Total Marks : 50

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

1. A) Define the following : (5×1=5)
- i) Multimedia
 - ii) Raster graphics
 - iii) Wavelength
 - iv) Visual effects
 - v) Social media.
- B) Answer the following in **one** or **two** statements : (5×1=5)
- i) Give the full form of AVI.
 - ii) Give 2 examples of non-linear multimedia.
 - iii) What is the audible range of human ear ?
 - iv) RGB is also known as _____ colour model.
 - v) Which graphic file format is lossless if image has fewer than 256 colours ?
2. Answer the following : (10)
- A) Explain any 2 advantages of using web-based multimedia. 2
 - B) Mention 3 advantages and 3 disadvantages of using newspaper as media of communication. 3
 - C) Explain the application of multimedia in the field of education and entertainment using suitable examples. 5
3. Answer the following : (10)
- A) Why PNG is better than GIF file format ? 2
 - B) Explain advantages and disadvantages of vector graphics. 3
 - C) Explain different types of colour modes. 5

P.T.O.



4. Answer the following :

- A) Mention 4 different disciplines of audio effects.
- B) Calculate the size of 16 bit stereo audio of 2 minutes with sampling rate 44.1 KHz.
- C) Explain the concepts of compression and its types in context of audio media.

5. Answer the following :

- A) What do you mean by symmetrical and asymmetrical compression ?
 - B) Explain intra, predicate and bi-directional frames.
 - C) Write short note on SWF file format.
-

Total No. of Printed Pages:2

**B.C.A (Semester VI)
Examination October 2019
Multimedia Technology**

[Duration : Two Hours]

[Max. Marks :50]

Instruction :

- i) All Questions are Compulsory.
- ii) Figures to the right indicate Full Marks.
- iii) Draw diagrams wherever necessary.

Q.1 A. Define the following:

- a) Pixel
- b) Hypermedia
- c) Meta Graphics
- d) Podcast
- e) VFX



(1 X 05)

B. State whether each of the following statements is True or False.

- a) Screen resolution and Print resolution ~~are~~ the same thing.
- b) Color Dithering is the process through which colors are changed to meet the closest available color based on the available palette.
- c) The nonlinear nature of the online environment prevents using headlines, leads and story organizations that traditional writing uses.
- d) RGB colour scheme widely used for color printing.
- e) Image editing is the combination of two or more images to produce a new image.

(1 X 05)

2. Answer the following:

- a) What is meant by Temporal Redundancy?
- b) Briefly explain any three applications of multimedia in the field of Entertainment.
- c) Explain the pros and cons of JPEG image compression.

(02)

(03)

(05)

3. Answer the following:

- a) State a point of differentiation between Intraframe and Interframe compression.
- b) Briefly explain 'text' as an element of multimedia.
- c) List three distinct models of colour used in multimedia and explain why there are a number of different color models exploited in multimedia data formats.

(02)

(03)

(05)

4. Answer the following:

- a) State the Nyquist Sampling Theorem.
- b) Mr. Andrew made a 5 minute phone call to Optus. Telephone calls transmit with 11,025 Hertz and a sample rate of 8 bits.
Calculate the file size. (Hint: is a phone mono or stereo?)
- c) Explain the MPEG-4 and MPEG-7 Standards.

(02)

(03)

(05)

Q.5

Answer the following:

- a) State any two advantages of digital media over print media.
- b) Briefly explain Lossy and Lossless Compression.
- c) Write a short note on following audio effects:
 - i. Reverberation
 - ii. Flanging

(02)

(03)

(05)



Total No. of Printed Pages:1



BCA Semester - VI
EXAMINATION OCTOBER 2019
Computer Science Elective : E-Commerce Applications

Duration : Two Hours]

[Max. Marks: 50]

Instructions:-

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

A) Define the following:

- i) Infomediary.
- ii) Procurement.
- iii) Spam.
- iv) Digital Signature.
- v) Authentication.

(1X5=5)

B) Give an example of each:

- i) Pull Advertising
- ii) B2E.
- iii) Electronic Marketplace or Exchange.
- iv) Associative Navigation.
- v) Broadband Wireless Access

(1X5=5)

Answer the following:

- A) What is the significance of online cataloging? 2
- B) Mention the main entities in supply chain. 3
- C) Explain with suitable example the role of website in B2C e-commerce. 5

Answer the following:

- A) State two ways by which phishing attack can be averted. 2
- B) Explain how 'order fulfillment' is carried out in E-Commerce 3
- C) Explain the Aggregator model of B2C. 5

Answer the following:

- A) What is the purpose of Web Counters? 2
- B) State the properties of e-cash. 3
- C) Explain the Electronic Data Interchange (EDI) Layered architecture. 5

Answer the following:

- A) What is security through obscurity? 2
- B) Briefly explain the role of firewall in preventing security threats. 3
- C) Explain the operational, credit and legal risk of e-payments. 5

MRD -- 06

B.C.A. (Semester – VI) Examination, April 2019
NON-COMPUTER SCIENCE (Elective)
Marketing Fundamentals

Duration : 2 Hours

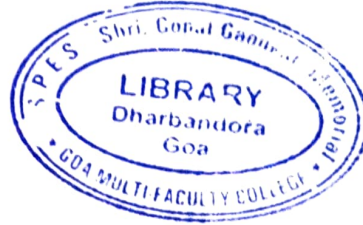
Total Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) Figure to the **right** indicates **full** marks.
3) From Q. 2 to Q. 5 attempt either **(A)** or **(X)**.

1. Explain the following terms :

(2×5=10)

- A) Production concept
- B) Product attributes
- C) Buyer based pricing
- D) Sales promotion
- E) Indirect Distribution Channel.



2. Answer the following :

(10×1=10)

A) What is marketing ? Explain the 4 Ps of marketing.

OR

X) What is market segmentation ? Explain the various bases for segmentation.

3. Answer the following :

(10×1=10)

A) Explain the concept of consumer goods and industrial goods.

OR

X) Explain the concept of Single Brand Strategy and Brand Positioning.

4. Answer the following :

(5+5=10)

A) Explain the concept of

- i) Cost Based Pricing and
- ii) Component of place.

OR

P.T.O.



MRD – 06

- X) Explain the concept of
- i) Price Skimming and
 - ii) Physical distribution.

5. Answer the following :

A) What is personal selling ? Explain the process of personal selling.

(10×1=10)

OR

X) Define Advertising and explain its features.





MRD – 02

B.C.A. (Semester – VI) Examination, April 2019
MULTIMEDIA TECHNOLOGY

Duration : 2 Hours

Max. Marks : 50

- Instructions** : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**
3) **Draw diagrams wherever necessary.**

1. A) Define the following :

(1×5=5)

- Animation
- Aliasing w.r.t. signal processing
- Codec
- Aspect ratio
- Infrasonic.



B) State whether **each** of the following statements is **true** or **false**.

(1×5=5)

- MPEG is the file format standard and compression specifications for video and audio data.
- When using graphics software, a native file format means that the image properties/attributes are retained and can easily be edited.
- Discrete refers to media involving space dimension only.
- Acoustics is the branch of physics that studies sound.
- VGA stands for Video Graphic Array.

2. Answer the following :

- State an advantage and a disadvantage of MIDI over digital audio. 2
- John Rambo was listening to the AM Radio for top secret information on the enemy. John only had 10 MB of internet downloads left in the month. Could John listen to the full transmission if the sample size was 22,050 Hz at 8 bit for 5 minutes on stereo ? 3
- Explain the graphics interchange format w.r.t. its versions and its usage over the internet. 5

P.T.O.



3. Answer the following :

- a) What is the need for compression of multimedia data ?
- b) Briefly explain the purpose and use of vector graphics.
- c) Compare and contrast between print media and electronic media.

2

3

5

Dur

4. Answer the following :

- a) List any two features of .BMP file.
- b) What is the concept of 'Video on demand' in Multimedia ?
- c) Explain I, B, P and D frame pictures related to MPEG encoding.

2

3

5

1.

5. Answer the following :

- a) What is a Band-Pass Filter ?
- b) Briefly explain the 'Time-based' multimedia authoring tools.
- c) Explain the application of multimedia in Advertisement and Medicine.

2

3

5

2.



MRD – 03

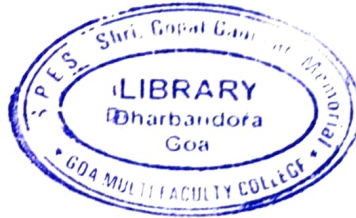
B.C.A. (Semester – VI) Examination, April 2019
COMPUTER SCIENCE
Elective : E-Commerce Applications

Duration : 2 Hours

Total Marks : 50

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

1. A) Define the following : (1×5=5)
- i) Supply Chain
 - ii) Website Goal
 - iii) Pull Advertising
 - iv) E-Wallet
 - v) Firewall.
- B) Give an example of **each** : (1×5=5)
- i) Electronic Market
 - ii) Crypto Currency
 - iii) Shopping Aggregator
 - iv) Affiliate Marketing
 - v) Utility Navigation.
2. Answer the following :
- A) State any two benefits of corporate blogs. 2
- B) Explain the uses of Customer Relationship Management software in an organization. 3
- C) Explain any two types of website navigation schemes with appropriate examples. 5
3. Answer the following :
- A) State any two measures for E-Mail security. 2
- B) Briefly explain the steps involved in order planning. 3
- C) Explain the stages involved in the procurement life cycle of a company. 5



P.T.O.

MRD - 01

3. Answer the following : 2
- A) State any 2 functions of MIS. 3
 - B) Briefly explain any 2 tools of decision making. 5
 - C) Explain the types of knowledge management systems.
4. Answer the following : 2
- A) Compare strategic and tactical information. 3
 - B) What are the advantages of ESS ? 5
 - C) Write a short notes on :
 - i) Fuzzy logic systems
 - ii) Case-based reasoning.
5. Answer the following : 2
- A) What is OAS ? Give one limitation of OAS. 2
 - B) "MIS should be integrated and developed on the exception based principle". 3
Comment.
 - C) Write a short note on SCM systems. 5
-

