[Total No. of Pages : 3

12-00-3-03R

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION -JULY - 2022 THIRD SEMESTER

Paper - MCA 303: WEB TECHNOLOGIES

(Under CBCS New Regulations w.e.f. 2020-2021) (Common paper to University and all Affiliated Colleges)

Time: 3 Hours

Max. Marks: 70

PART - A

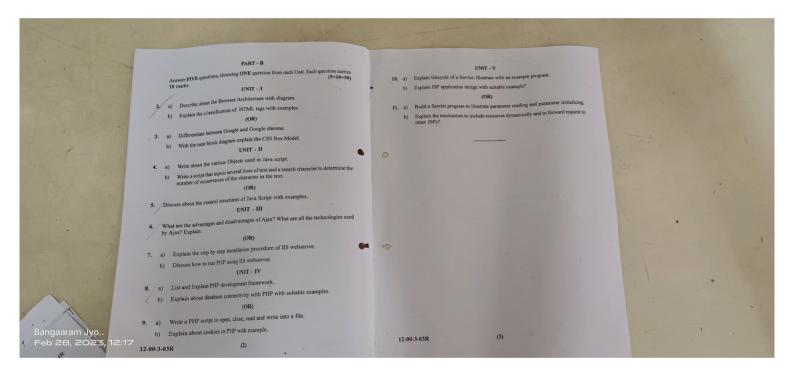
(Compulsory)

Answer any FIVE of the following questions. Each question carries 4 marks.($5\times4=20$)

- 1. a) Create a HTML form with five basic features.
 - b) What are the various styles in CSS?
 - c) How events are handled in JayaScript? Explain.
 - d) Explain about JQuery objects.
 - e) What is Script Manager in AJAX?
 - f) What is synchronous request in AJAX?
 - g) Explain features of PHP?
 - h) Differentiate between 'Get' and Post' methods in PHP.
 - i) Explain about Security Issues in Servlet.
 - j) List the JSP implicit objects.

12-00-3-03R

(1)



[Total No. of Pages: 3

12-00-3-04R

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION - JULY - 2022 THIRD SEMESTER

PAPER MCA 304A: DATA WAREHOUSING AND DATA MINING

(Under C.B.C.S. New Regulations w.e.f. 2020-2021) (Common Paper to University and all Affiliated Colleges)

Time: 3 Hours

Max. Marks: 70

PART-A

(Compulsory)

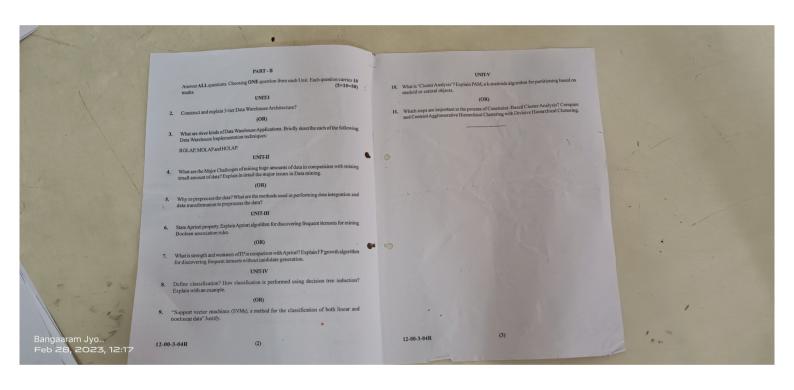
Answer any FIVE questions. Each question carries 4 marks.

 $(5 \times 4 = 20)$

- Summarize the features that distinguish OLAP from OLTP.
 - b) What is a data cube? List the characteristics of DW?
 - c) What are Predictive and Descriptive Data Mining Tasks?
 - d) Describe the data mining applications in detail.
 - Define the following with an example: Frequent Itemset, Closed Frequent Itemset, and Maximal Frequent Itemset.
 - f) What is Correlation Analysis? What are the steps in Association Rule Mining?
 - g) What are Bayesian Classifiers?
 - h) Compare and Contrast classification with Prediction.
 - i) Provide overview of major clustering methods.
 - j) Brief about Outlier Detection methods.

12-00-3-04R

(1)



- Describe the Principles of Agility.
 - ii) What is meant by Deployment? Explain the key principle of Deployment.

UNIT-II

Write a detailed note on System Engineering Hierarchy.

Explain the steps in the creation of behavioural model.

UNIT-III

Write a detailed note on Design concepts.

Describe about User Interface Design.

UNIT-IV

Elaborate on Validation Testing and System Testing.

Write a detailed note on Basic path testing.

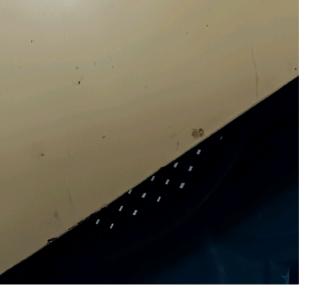
UNIT-V

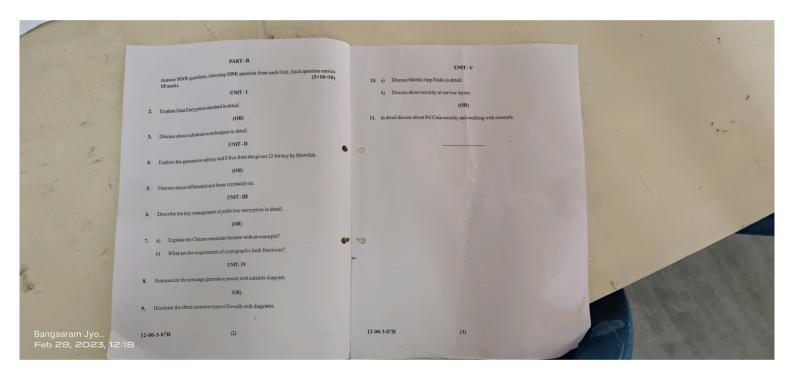
- 10. i) Describe the Management Spectrum with four P's.
 - ii) Explain the Estimation for Object-oriented projects along with other estimation techniques.

11. What is meant by Project scheduling? Explain in detail.

12-00-3-01R

(2)





4-75-316

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION — JANUARY 2020

THIRD SEMESTER

Paper 316 - DIGITAL MARKETING (OPEN ELECTIVE)

(Under CBCS New Regulations w.e.f 2016-2017)

(Common Paper to University & Affiliated Colleges)

Time: 3 hours

Max. Marks: 70

PART - A

(Descriptive Type Questions) Each question carries 10 marks. $(Marks:5\times10=50)$

16200

(a) Differentiate the Traditional and Digital Marketing with suitable examples.

Or

- (b) Explain the role of digital marketing in the success of business in the present era.
- 2. (a) Explain the Purchase Behaviour of Consumers in Digital Marketing Format.

Or

- (b) Explain Online B2C Buying process.
- 3. (a) Explain the impact of internet pricing in reaching the customer.

Or

- (b) Discuss the online pricing strategies in detail.
- 1. (a) Explain the need and importance of E-Retailing.

Or

- (b) Discuss Online Channel Design for B2C and B2B Marketing.
- 5. (a) Explain IMC process in detail.

Or

(b) What are the ethical issues in Digital Marketing?

PART - B Case Analysis (Marks : 20)

6. Ibm 6 Image It has become fashionable to talk about the new economy; e.g. the modern day economy based on the transformational power of Information and Communications Technologies (ICT). In the UK, the second half of 1999 was characterised by the arrival of.com companies in a big way.

Investors rushed to put their money into companies like lastminute.com which uses the medium of the Internet to bring together last minute buyers and sellers of items as diverse as theatre tickets and package holidays.

By Spring 2000 the investing city's and the public's honeymoon with the .coms was over, as people realised that only a relatively small number of these companies would succeed in a competitive world. The real revolution was actually taking place in the old economy. Long- established companies like banks, insurance companies, car manufacturers and retailers were using e-business to develop new links with their customers.

Research carried out by IBM shows that Internet access in Europe will increasingly be via a range of devices and not limited to the PC. Mobile applications are becoming a major driver and enabler of e-business in Europe, which according to some observers is as much as two years ahead of the US on digital mobile technology. IBM customers in Europe are therefore seeking support in building the best possible links with their own customers drawing on IBM's extensive experience in this field.

Question

How can we best communicate and meet the requirements of our customers, employees, vendors and suppliers using the latest e-business technology?'.

2

4-75-316

Bangaaram Jyo.. Feb 28, 2023, 12:19 [Total No. of Pages : 3

12-00-3-03R

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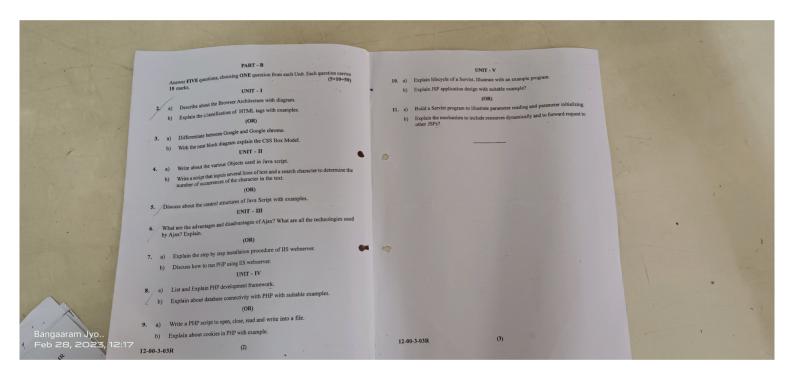
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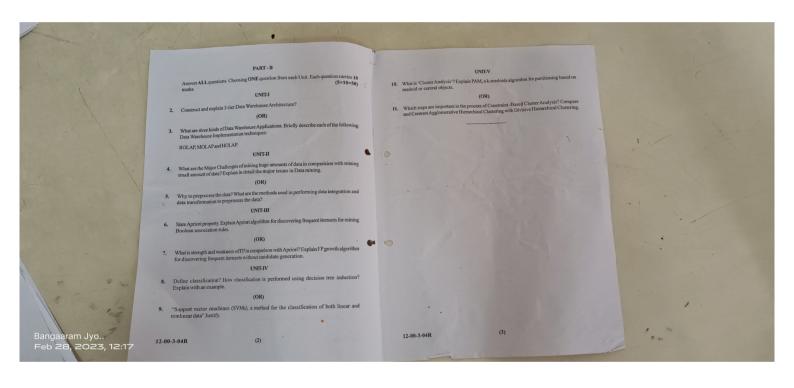
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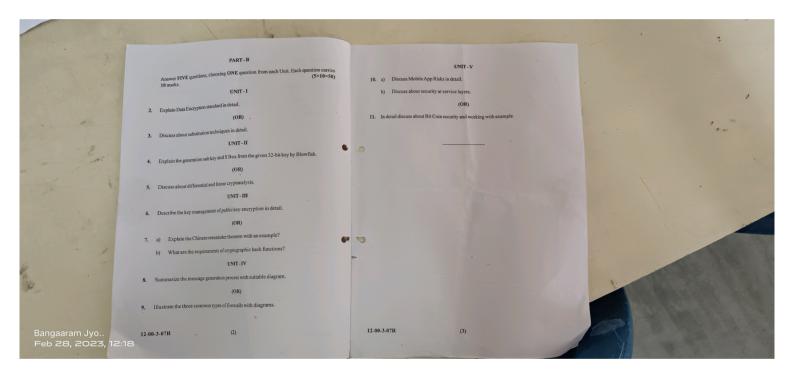
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