[Total No. of Pages : 2

12-00-3-01R

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION- JULY - 2022

THIRD SEMESTER

PAPER MCA 301 : SOFTWARE ENGINEERING

(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** of the following questions. Each question carries 4 marks.   (5×4=20)

1. a) Define Software, Software Engineering and Legacy Software.

    b) Write a brief note on Fourth generation techniques.

    c) Define System simulation and list out few system simulation tools.

    d) Describe the elements of Analysis model.

    e) What are the characteristics of good design.

    f) What is Software architecture? Why is architecture important?

    g) Define Validation and Verification.

    h) List out the guidelines to a successful testing strategy.

    i) Differentiate between black box and white box testing.

    j) Describe the McCalls Software Quality factors.

PART - B

Answer **FIVE** questions, choosing **ONE** question from each Unit. Each question carries **10** marks.   (5×10=50)

UNIT - I

2. Describe in detail about Prototyping process model.

(OR)

12-00-3-01R   (1)   [P.T.O.

3. i) Describe the Principles of Agility.

   ii) What is meant by Deployment? Explain the key principle of Deployment.

UNIT - II

4. Write a detailed note on System Engineering Hierarchy.

(OR)

5. Explain the steps in the creation of behavioural model.

UNIT - III

6. Write a detailed note on Design concepts.

(OR)

7. Describe about User Interface Design.

UNIT - IV

8. Elaborate on Validation Testing and System Testing.

(OR)

9. 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.

(OR)

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

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION — DECEMBER 2019

THIRD SEMESTER

MCA 303 — SOFTWARE ENGINEERING

(Under C.B.C.S. Revised New Regulations w.e.f. 2016-2017)

(Common Paper to University and all Affiliated Colleges)

Time : 3 hours

Max. Marks : 80

PART – A

Answer any FIVE of the following questions. Each question carries 4 marks.

(Marks : 5 × 4 = 20)

1. (a) Describe the Generic view of a process.

   (b) Describe the importance of customer communication.

   (c) Describe the concepts of modeling.

   (d) Explain about Business Process Engineering.

   (e) What is meant by black box testing?

   (f) What is meant by architectural styles and patterns?

   (g) Describe the fundamentals testing strategies.

   (h) Discuss about web application testing.

   (i) Explain the concepts of Service-oriented software engineering.

   (j) Explain the concepts of the $W^5 HH$ principle.

PART – B

Answer ONE full question from each unit. Each question carries 12 marks.

(Marks : 5 × 12 = 60)

UNIT – I

2. Describe the Agile process model and list its merits and limitations.

Or

3. Discuss about spiral model. Also list its merits over other process models.

[P.T.O.]

UNIT – II

4. Explain about system Engineering Hierarchy and system modeling.

Or

5. Describe the following in brief:
   (a) System modelling.
   (b) Web Engineering Process.

UNIT – III

6. (a) Describe the concepts and importance of Architectural Design.
   (b) Describe about Component-based software engineering

Or

7. Write a brief notes on the following:
   (a) User Interface design.
   (b) Web apps design and issues.

UNIT – IV

8. Write about white box testing methods.

Or

9. Write a brief notes on the following:
   (a) Object oriented Testing methods.
   (b) Validation testing.

UNIT – V

10. (a) Describe metrics for analysis.
    (b) Describe the metrics for software project scheduling.

Or

11. Write a brief notes on the following:
    (a) Change management.
    (b) Risk management.

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION —
DECEMBER, 2019.

THIRD SEMESTER

MCA 304 : COMPUTER GRAPHICS

(Under C.B.C.S. Revised New Regulations w.e.f. 2016 – 2017)

(Common Paper to University and all Affiliated Colleges)

Time : 3 hours   Max. Marks : 80

SECTION – A

Answer any FIVE of the following questions.

Each question carries 4 marks.

(Marks : 5 × 4 = 20)

1.   (a)   Write differences between Raster scan and Random scan displays.

     (b)   Write about Text Attributes.

     (c)   Define Aliasing and Anti-aliasing.

     (d)   Write about Parallel projection.

     (e)   What are applications of Computer Graphics?

     (f)   Explain about Blobby Objects.

     (g)   Explain about 3D Translation.

     (h)   Explain about Perspective Projection.

     (i)   Give 3 × 3 matrix representations for 2D Translation, rotation, scaling.

     (j)   Explain steps in designing an Animation Sequence.

SECTION – B

Answer ONE full question from each unit.

Each question carries 12 marks.

(Marks : 5 × 12 = 60)

UNIT – I

2.   (a)   Explain about Scan line polygon filling algorithm.

     (b)   Explain about Direct View Storage Tubes.

Or

3.   (a)   Write DDA line generation algorithm.

     (b)   Using midpoint circle generation algorithm find points on a circle with center (0,0) and radius 10.

[P.T.O.]

UNIT – II

4.   (a)   Explain about Fixed point Scaling.

      (b)   Explain window to view-port coordinate transformation.

Or

5.   Explain about Cohen Sutherland line clipping algorithm.

UNIT – III

6.   Explain about 3-D Object representations.

Or

7.   Explain about Bezier Curves.

UNIT – IV

8.   Explain any four 3-D Geometric transformations

Or

9.   Explain about 3 dimensional rotations with respect to an axis not parallel to any of the coordinate axis.

UNIT – V

10.   Explain the concepts of sampling and quantization.

Or

11.   Explain image enhancement techniques.

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12–00–3–04

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION — FEBRUARY 2021

THIRD SEMESTER

MCA 304 : COMPUTER GRAPHICS

(*Under CBCS Revised New Regulations w.e.f. 2016–2017*)

(*Common Paper to University and all Affiliated Colleges*)

(Regular/Supplementary)

Time : 3 hours   Max. Marks : 80

PART – A

Answer any FIVE of the following questions. Each question carries 4 marks.

(Marks : 5 × 4 = 20)

1. (a) Describe briefly Bresenham's circle drawing algorithm. Why do we prefer incremental algorithm over DDA?

    (b) What is CRT? Explain it with diagram.

    (c) What is transformation? Explain two dimensional transformations.

    (d) Explain window to view port transformation.

    (e) Define Bezier curve and state the properties of it.

    (f) Explain about Blobby Objects.

    (g) What is 3D transformation? Write about shear transformation.

    (h) Explain parallel projection and perspective projection.

    (i) Write the basic of fundamental steps.

    (j) Write a short on sampling.

PART – B

Answer ONE full question from each Unit. Each question carries 12 marks.

(Marks : 5 × 12 = 60)

UNIT – I

2. (a) Discuss the various input and output devices that are used for computer Graphics.

    (b) State the various application of Computer Graphics.

Or

3. (a) Explain the midpoint circle algorithm. Trace the algorithm to draw a circle with radius 20 and circle center (10, 20).

    (b) Write differences between Raster scan and Random scan displays.

[P.T.O.]

UNIT - II

4. Discuss the various two-dimensional basic transformations with suitable figure.

Or

5. Why line clipping algorithms are not used for clipping a polygon on line-to-line basis? Explain in detail Sutherland-Hodgeman polygon clipping algorithm.

UNIT – III

6. Explain the procedure to generate Bezier curve.

Or

7. Discuss the detail about Bezier and B-spline surfaces.

UNIT – IV

8. Explain the term: projection plane, view plane, coordinate and view volume with regards to 3D graphics. State and explain anomalies of perspective projection.

Or

9. (a) Explain the composition transformation.

   (b) Write a short on 3D shearing.

UNIT – V

10. Briefly describe the following file formats:

    (a) MPEG

    (b) MP3

    (c) GIF

    (d) JPG

    (e) WAV

Or

11. Discuss the detail about Digital Image Processing.

12-00-3-04

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION, JULY - 2022

THIRD SEMESTER

PAPER - MCA 302 : COMPUTER GRAPHICS

(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** of the following questions. Each question carries 4 marks.   (5×4=20)

1. a) Describe the Application areas of Computer Graphics.

   b) Differentiate between Image Processing and Computer Graphics.

   c) Write a brief note on basic 2D transformations.

   d) What is meant by Shear? Write transformation matrix of two common Shearing transformations.

   e) Differentiate between Window and Viewport.

   f) What is Clipping? What is the need of Clipping?

   g) Briefly explain about Quadric Surfaces.

   h) Write a short note on Light sources.

   i) Define Viewing pipeline and View Volume.

   j) Define Animation and what the steps for animation sequence are.

PART - B

Answer **FIVE** questions, choosing **ONE** question from each Unit. Each question carries **10** marks.   (5×10=50)

UNIT-I

2. Write a detailed note on Video display devices.

(OR)

3. With explanation write the Bresenham's Line Drawing algorithm.

UNIT-II

4. Explain about Boundary fill and fold fill algorithms.

(OR)

5. Describe the transformation sequence for rotating an object about a specified pivot point and also write the Composite transformation matrix.

UNIT-III

6. Write a detailed note on Two dimensional viewing transformation pipeline.

(OR)

7. Explain Cohen-Sutherland Line Clipping in details with illustrations.

UNIT-IV

8. Elaborate on Hermite Bezier and B-Spline curves.

(OR)

9. Describe about Polygon rendering methods.

UNIT-V

10. Explain in detail about general three dimensional rotations.

(OR)

11. Write a detailed note on Key frame systems.

12-00-3-02R   (2)

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.(5×4=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 JavaScript? 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.

(1)

[P.T.O.

PART - B

Answer **FIVE** questions, choosing **ONE** question from each Unit. Each question carries 10 marks. (5×10=50)

UNIT - I

2. a) Describe about the Browser Architecture with diagram.

   b) Explain the classification of HTML tags with examples.

(OR)

3. a) Differentiate between Google and Google chrome.

   b) With the neat block diagram explain the CSS Box Model.

UNIT - II

4. a) Write about the various Objects used in Java script.

   b) Write a script that inputs several lines of text and a search character to determine the number of occurrences of the character in the text.

(OR)

5. Discuss about the control structures of Java Script with examples.

UNIT - III

6. What are the advantages and disadvantages of Ajax? What are all the technologies used by Ajax? Explain.

(OR)

7. a) Explain the step by step installation procedure of IIS webserver.

   b) Discuss how to run PHP using IIS webserver.

UNIT - IV

8. a) List and Explain PHP development framework.

   b) Explain about database connectivity with PHP with suitable examples.

(OR)

9. a) Write a PHP script to open, close, read and write into a file.

   b) Explain about cookies in PHP with example.

12-00-3-03R

(2)

UNIT - V

10. a) Explain lifecycle of a Servlet. Illustrate with an example program.

    b) Explain JSP application design with suitable example?

(OR)

11. a) Build a Servlet program to illustrate parameter reading and parameter initializing.

    b) Explain the mechanism to include resources dynamically and to forward request to other JSPs?

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MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION —
FEBRUARY 2021.

THIRD SEMESTER

MCA 302 : DATA COMMUNICATION AND COMPUTER NETWORKS

(*Under CBCS Revised New Regulation w.e.f 2016-2017*)

(Common paper to University and all Affiliated Colleges)

(Regular/Supplementary)

Time : 3 hours

Max. Marks : 80

PART – A

Answer any FIVE of the following questions. Each question carries 4 marks.

(Marks : 5 × 4 = 20)

1. (a) List the components of a data communication system.

    (b) A network contains four computers if there are only four lengths of cable in this network, which topology is used?

    (c) List any four kinds of error which remains undetectable by the checksum.

    (d) Name two networks that allow frames to be packed back-to-back. Why is this feature worth having?

    (e) Write the net id, host id and subnet id of the IP addresses 117.34.3.8 and 207.3.54.12.

    (f) Give three examples of protocol parameters that might be negotiated when a connection is set up in the network layer.

    (g) What is the minimum size of the process data that can be encapsulated in UDP datagram?

    (h) The maximum payload of a TCP segment is 65,495 bytes. Why was such a strange number chosen?

    (i) Specify the type of the protocol that can be used for an application that needs to protect the boundaries of its messages. Justify your answer.

    (j) What do you mean by RRSets in secure DNS?

[P.T.O.]

Answer ONE full questions from each Unit. Each question carries 12 marks.

(Marks : 5 × 12 = 60)

UNIT - I

2. (a) Explain the various layers present is OSI model and specify their functions.

   (b) Discuss network topologies in detail with their performance indicator. Also draw and show the hybrid topology with star as back bone and four ring networks.

Or

3. (a) Discuss in detail about Wireless LAN's.

   (b) Explain the working principle of Optical fiber transmission media. Show how it works in Mono Mode Step Index.

UNIT – II

4. (a) Identify the contrast between two basic approaches that deals with error transmission in terms of storage and bandwidth requirement.

   (b) Show the operation of go-back-n protocol, when a data packet or ACK is lost. Explain with the help of timing diagram.

Or

5. (a) Data link protocols almost always put the CRC in the trailer rather than the header, why?

   (b) Discuss in detail about satellite networks.

UNIT – III

6. (a) What is the purpose of subnetting? Explain the various types of subnet mask.

   (b) Give brief discussion about the BGP routing protocol with suitable illustration.

Or

7. (a) What is count to infinity problem? Explain in detail about a routing algorithm with an illustration.

   (b) Discuss in detail about IPV6.

UNIT - IV

8. (a) Explain how the packets are transmitted by using TCP approach. Explain in detail with the neat sketch.

    (b) What is Cryptography? Explain Public and Private Keys to be used for Cryptography Mechanism.

Or

9. (a) How Connection is established and terminated in TCP using three way handshaking mechanism? Describe in detail.

    (b) Explain the message authentication operation using RSA Algorithm.

UNIT - V

10. Describe with an example how does HTTP request retrieves the document usr/users/doc/docl. Show the response for

    (a) If the document is moved to usr/deads/docl

    (b) If there is syntax error in the request

Or

11. (a) Explain in brief about the Simple Mail Transfer Protocol.

    (b) Discuss briefly the role of DNS in internet.

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION — DECEMBER 2019

THIRD SEMESTER

MCA 302 — DATA COMMUNICATION AND COMPUTER NETWORKS

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

(Common Paper to University and all Affiliated Colleges)

Time : 3 hours

Max. Marks : 80

PART – A

Answer any FIVE of the following.

Each question carries 4 marks.

(Marks : 5 × 4 = 20)

1. (a) Explain the difference between Circuit switching and Packet switching.

   (b) What is meant by multiplexing? Explain its significance.

   (c) What is meant by channelization?

   (d) Explain about Virtual circuit switching?

   (e) What is meant by HDLC protocol.

   (f) Discuss about multicast routing.

   (g) Explain about congestion control.

   (h) Discuss about Public key cryptography.

   (i) Explain about SONET

   (j) Explain about Digital signature.

PART – B

Answer ONE full question from each Unit.

Each question carries 12 marks.

(Marks : 5 × 12 = 60)

UNIT I

2. Explain about OSI reference model. Also describe other network models.

Or

3. Describe various Multiplexing techniques for digital transmission.

[P.T.O.]

UNIT II

4. Describe

   (a) Selective repeat protocol

   (b) Error detection and correction in data link layer.

   Or

5. (a) Describe any two protocols in noisy channels in of data link layer.

   (b) Explain the concept of Bluetooth technology.

UNIT III

6. Describe about unicast routing and multicast routing protocols.

   Or

7. Describe about ARP and IPV6 protocols.

UNIT IV

8. Explain about :

   (a) Firewalls.

   (b) Transport layer security.

   (c) Message security.

   Or

9. Write a brief notes on :

   (a) Public key cryptography and Private Key cryptography

   (b) Congestion Control.

UNIT V

10. Explain briefly on :

    (a) DNS in internet

    (b) Discuss about Client – Server model.

    Or

11. Explain the following in brief :

    (a) E-mail

    (b) FTP

    (c) HTTP

    (d) WWW.

12-00-3-02

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION - JULY - 2022
THIRD SEMESTER
PAPER MCA 305A : CRYPTOGRAPHY AND NETWORK SECURITY
(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. (5×4=20)

1. a)   What is OSI security architecture? Explain.

   b)   Differentiate between Passive attacks and Active attacks.

   c)   Define diffusion and confusion.

   d)   Why is it important to study the Feistel cipher?

   e)   State Eulers Theorems and list out its applications.

   f)   What are the attacks that are possible on RSA?

   g)   Explain about Kerberos version 4.

   h)   What is web security?

   i)   What is Mobile security?

   j)   Discuss about cloud security challenges.

PART - B

Answer **FIVE** questions, choosing **ONE** question from each Unit. Each question carries 10 marks.

(5×10=50)

UNIT - I

2. Explain Data Encryption standard in detail.

(OR)

3. Discuss about substitution techniques in detail.

UNIT - II

4. Explain the generation sub key and S Box from the given 32-bit key by Blowfish.

(OR)

5. Discuss about differential and linear cryptanalysis.

UNIT - III

6. Describe the key management of public key encryption in detail.

(OR)

7. a) Explain the Chinese remainder theorem with an example?

   b) What are the requirements of cryptographic hash functions?

UNIT - IV

8. Summarize the message generation process with suitable diagram.

(OR)

9. Illustrate the three common types of firewalls with diagrams.

12-00-3-07R

(2)

UNIT - V

10. a) Discuss Mobile App Risks in detail.

    b) Discuss about security at service layers.

(OR)

11. In detail discuss about Bit Coin security and working with example.

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. (5×4=20)

1. a) 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.

    e) 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.

PART - B

Answer ALL questions. Choosing ONE question from each Unit. Each question carries 10 marks.   (5×10=50)

UNIT-I

2. Construct and explain 3-tier Data Warehouse Architecture?

(OR)

3. What are *three* kinds of Data Warehouse Applications. Briefly describe each of the following Data Warehouse Implementation techniques:

   ROLAP, MOLAP and HOLAP.

UNIT-II

4. What are the Major Challenges of mining huge amounts of data in comparision with mining small amount of data? Explain in detail the major issues in Data mining.

(OR)

5. Why to preprocess the data? What are the methods used in performing data integration and data transformation to preprocess the data?

UNIT-III

6. State Apriori property. Explain Apriori algorithm for discovering frequent itemsets for mining Boolean association rules.

(OR)

7. What is strength and weakness of FP in comparison with Apriori? Explain FP growth algorithm for discovering frequent itemsets without candidate generation.

UNIT-IV

8. Define classification? How classification is performed using decision tree induction? Explain with an example.

(OR)

9. "Support vector machines (SVMs), a method for the classification of both linear and nonlinear data" Justify.

12-00-3-04R   (2)

UNIT-V

10. What is 'Cluster Analysis'? Explain PAM, a k-medoids algorithm for partitioning based on medoid or central objects.

(OR)

11. Which steps are important in the process of Constraint -Based Cluster Analysis? Compare and Contrast Agglomerative Hierarchical Clustering with Divisive Hierarchical Clustering.

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 × 10 = 50)

1. (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.

4. (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?

[P.T.O.]

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?'.

[Total No. of Pages : 2]

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION-JULY - 2022

THIRD SEMESTER

PAPER - 316 : DIGITAL MARKETING (OPEN ELECTIVE)

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

(Common Paper to University and All Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

Descriptive type questions. Each question carries **10** marks.

(5×10=50)

1. a) What are the drivers of Digital Marketing? How do you integrate E-Business to an existing Business Model?

    (OR)

    b) Define Digital Marketing? State the need and significance of Digital Marketing in the Modern Economy?

2. a) Explain the concept of SEO? Discuss various forms of Search Engines?

    (OR)

    b) Discuss the role of website design and website content in promoting Online Business?

3. a) What factors influence online pricing? Discuss few online Pricing Strategies?

    (OR)

    b) Write about Time-based online pricing and Personalized Pricing?

4. a) Write about the role of Online intermediaries in Personalisation of Products and Services?

    (OR)

    b) How do you design and develop an online Channel for B2C Marketing?

Scanned with CamScanner

5. a) Discuss few strategies to promote the products or services online?

(OR)

b) Write a note on Online Advertising and Viral Marketing?

PART-B

(Case Analysis)

(20)

6. It's one of those typical monrings. You try to use your hair dryer and its shorts out. And then you find your coffee maker is on the fritz. And, of course, you threw out the boxes a long time ago and you don't know where the warranty information is. Then, wouldn't you know it, you try to do a load of laundry and the dryer is on the blink. So who do you call?

Sears wants you to call local Sears store. Sears repairs all brands of appliances, regardless of who made or who sold them. The challenge Sears handed to its agency, Young & Rubicam, was to build awareness of this newly branded Sears Home Central appliance repair service and get customers to call sears when their appliances break.

Sears research found that there is a need for such a service. When appliance breaks, customers go back to the retailer, call the manufacturer, or call an independent repair shop. Most of these options do not deliver real customer service: they don't answer the phone or call customers back, they don't work after hours, and they often aren't equipped to fix the problem right the first time.

Contrast that reality with what Sears offered: One call to one central repair source for any appliance brand high-quality repair service whenever you need it by someone you know and trust. The advertising message communicated how Sears could help customers avoid frustration and obtain professional appliance repair service.

The advertising leveraged the powerful trust of the Sears brand and provided a solution to very real problem, but it had to reach the right audience, at the right time, and in the right manner to build awareness. Because of these concerns, Young & Rubicam had to make tough decisions about which media to use to deliver Sears' message.

Question(s):

a) If you were in the Sears Home Central account at young & Rubicam, what kind of advertising media would you suggest and why?

b) How does the message affect the media choice?

4-75-316 (2)