

**Fifth Semester B.C.A Degree Examinations**

**JANUARY/FEBRUARY 2024**

*(CBCS NEP Scheme)*

**NBE 0260: PAPER: DIGITAL MARKETING**

**Time: 2 hrs]**

**[Max. Marks: 60**

**Instructions to Students:**

1. *The students should legibly write Section number along with question numbers.*
2. *The answer without Section number and question numbers will not be valued.*
3. *The question numbers should be legibly written with in margin only.*

**SECTION – I**

**I. Select the most appropriate answer from the options provided:**

**10 × 1 = 10**

I - 1) Which of the following is the correct depiction Digital Marketing?

- |                     |                           |
|---------------------|---------------------------|
| a) E-Mail Marketing | b) Social Media Marketing |
| c) Web Marketing    | d) All of the above       |

I - 2) \_\_\_\_\_ doesn't fall under the Category of Digital Marketing.

- |                     |                      |
|---------------------|----------------------|
| a) TV               | b) Content Marketing |
| c) Mobile Marketing | d) All of the above  |

I - 3) Which of the following is not specifically required by the search engines?

- |                         |                     |
|-------------------------|---------------------|
| a) Poor user experience | b) Keyword Stuffing |
| c) Buying links         | d) All of the above |

I - 4) Which of the following is the correct optimization Strategy?

- |                         |                        |
|-------------------------|------------------------|
| a) Orange Hat Technique | b) White Hat Technique |
| c) Grey Hat Technique   | d) both (b) & (c)      |

I - 5) Which of the following is the correct abbreviation of CMS?

- |                              |                               |
|------------------------------|-------------------------------|
| a) Content Marketing System  | b) Content Maintenance site   |
| c) Content Management System | d) Content Maintenance System |

I - 6) In the E-mail Campaign \_\_\_\_\_ delivers the advertisements into the group of targeted Customers.

- |                           |                               |
|---------------------------|-------------------------------|
| a) Spoofing               | b) Indirect – email Marketing |
| c) Direct email Marketing | d) Spamming                   |

**Contd..... 2**

- I - 7) In Mobile Marketing, the full form of LBS is \_\_\_\_\_  
a) Load based Service    b) Location Based Service  
c) List based service    d) None of the above
- I - 8) Which platform would you prefer to put Job related advertisement  
a) Face Book    b) WhatsApp  
c) Linkedin    d) Instagram
- I - 9) Search Engine optimization is relevant to  
a) Organic Results    b) In Organic Results  
c) both a) & (b)    d) Paid Results
- I - 10) Google Analytics Can Never recognize returning users on Mobile Apps  
a) True    b) False  
c) Can be True or False    d) Not defined

## **SECTION – II**

**II. Answer any FIVE of the following:**

5 × 3 = 15

- II - 1) What is Digital Marketing? Mention any 4 of its types.  
II - 2) What the benefits of Digital Marketing in today's Internet era?  
II - 3) How Social Media is helpful for Digital Marketing?  
II - 4) What is the scope of E-mail Marketing?  
II - 5) What is the difference between SEO and SEM?  
II - 6) What are benefits of mobile Marketing?  
II - 7) What do you mean by Content promotion and amplification?  
II - 8) How Analytics plays an important role in Digital Marketing? Explain.

## **SECTION – III**

**III. Answer any THREE of the following:**

3 × 5 = 15

- III - 1) Explain the challenges of Digital Marketing.  
III - 2) Describe the importance of Social Media for product promotion.  
III - 3) What are the essential merits used for Tracking the E-mail Campaign? Explain.  
III - 4) Briefly explain, the types of Mobile Marketing Strategies.

*Contd..... 3*

III - 5) Explain any 5 key Performance Indicators (KPI) used in Digital Marketing.

**SECTION – IV**

**IV. Answer the following:**

$2 \times 10 = 20$

VI - 1) a) Briefly explain the Digital Marketing, Tools and Channels. (10)

**OR**

b) With an example, explain the process of creating and optimizing social media profiles. (10)

VI - 2) a) i) Explain Email Automation and segmentation.

ii) Write a note on Email marketing metrics. (5 + 5)

**OR**

b) Differentiate the following

i) Digital Marketing and Traditional marketing

ii) Direct Marketing and Branding (5 + 5)

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**Fifth Semester B.C.A Degree Examinations****JANUARY/FEBRUARY 2024***(2019 – 20 Syllabus)***BCE 430: OPERATING SYSTEM***Time : 3 hrs]**[Max. Marks: 80***Instruction to the Students:**

1. Answer any FIVE full questions
2. Students should attend at least one question form each unit.

**PART – A**

1. a) Explain batch systems and time sharing system.  
b) Explain parallel and distributed system.  
c) Explain real time and embedded system.  
d) Define multiprogramming. (4 + 5 + 5 + 2)
2. a) Explain multimedia system and handheld system.  
b) Explain client server and peer-peer system.  
c) Explain web based and open source operating system.  
d) Explain multimedia systems. (4 + 5 + 4 + 3)

**PART – B**

3. a) Explain PCB in detail.  
b) What you mean by thread? Explain.  
c) Explain scheduler and context switching.  
d) Explain inter process communication. (5 + 3 + 4 + 4)
4. a) Explain communication in client server system- RPC and RMI.  
b) Explain the contents included in scheduling criteria.  
c) Explain priority scheduling with a suitable example.  
d) Write a note on real time scheduling. (5 + 4 + 4 + 3)

**PART – C**

5. a) Define deadlock. Write a note on system model.  
b) Explain deadlock characterization.

*Contd.....2*

- c) Explain deadlock prevention.
  - d) Explain banker's algorithm (4 + 4 + 4 + 4)
6. a) Explain deadlock avoidance.
- b) Explain deadlock detection.
  - c) Explain recovery from deadlock
  - d) Explain resource allocation graph. (4 + 4 + 4 + 4)

**PART – D**

7. a) Explain swapping of two processes.
- b) Explain contiguous memory allocation.
  - c) Define i. Pure segmentation. ii. Pure paging.  
iii. Fragmentation. iv. Thrashing.
  - d) Explain the basics of page replacement. (4 + 4 + 4 + 4)
8. a) Explain disk management and disk reliability.
- b) Explain file system structure.
  - c) Explain protection and consistency semantics.
  - d) Write a note on free space management. (4 + 4 + 4 + 4)

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