

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.
B.C.A. (Semester VI) Intra Semester Assessment (ISA) I- Test,
January 2019

MANAGEMENT INFORMATION SYSTEM

Duration: 45 minutes

Marks: 15

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| Q1) Define MIS. | 1mks |
| Q2) Explain Design Model of MIS. | 3mks |
| Q3) Explain Management Pyramid. | 4mks |
| Q4) Explain Types of Information. | 3mks |
| Q5) Explain Models of Decision Making. | 4mks |

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ADVERTISING

Duration: 45 minutes

Marks: 15

- Q1) What is Advertising? What are the various features of advertising? (5MKS)
- Q2) Explain how Advertising is important to Manufacturers and Consumers. (5MKS)
- Q3) Explain how Advertising changes with the different stages of Product in its life cycle. (5 MKS)

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CONTENT MANAGEMENT SYSTEM

<u>Duration: 45 minutes</u>	<u>Marks: 15</u>
Q1) Why is Joomla CMS popular than any other CMS?	2 Mark
Q2) How to add templates in Joomla?	2 Mark
Q3) What are the 2 areas in Joomla?	2 Mark
Q4) What are the advantages of Content Management Systems?	3 Mark
Q5) How to publish an article in Joomla?	3 Mark
Q6) State the Joomla installation process.	3 Mark

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MULTIMEDIA TECHNOLOGY

Duration:- 45 minutes

Marks:- 15

ANSWER THE FOLLOWING :-

1. Explain the applications of multimedia in the field of Education and Entertainment. (2 mks)
2. Explain any two of the Multimedia Design Principles. (2 mks)
3. Give three differences between the Linear multimedia and Non-Linear multimedia. (3 mks)
4. Explain the RGB Colour Model with the Diagram.
Also, elaborate on the Additive Colour. (4 mks)
5. Explain the graphic format GIF.
Also, explain the uses of PNG format. (4 mks)
