

G.V.M's G.G.P.R. College of Commerce and Economics
Farmagudi, Ponda-Goa.

B.C.A. (Semester VI) Intra Semester Assessment (I.S.A.) Test-I January 2018
MULTIMEDIA TECHNOLOGY

Duration:- 45 minutes

Marks:- 15

ANSWER THE FOLLOWING :-

1. Explain Vector Graphics with an example. (2 mks)
2. Give two differences between the Linear multimedia and Non-Linear multimedia. (2 mks)
3. Explain any three of the Multimedia Design Principles. (3 mks)
4. Explain the Graphic Format JPEG.
Also, explain the uses of GIF Format. (4 mks)
5. Explain the CMYK Colour Model with the Diagram. (4 mks)

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CONTENT MANAGEMENT SYSTEM

Duration:- 45 minutes

Marks:- 15

Q. 1) Define the following:-

a) Content Management System. (2 mks)

b) Menu in Joomla CMS. (2 mks)

Q. 2) State any 4 CMS Systems. (2 mks)

Q.3) Discuss why content is important in a website. (2 mks)

Q. 4) Explain the process of creating an article. (3 mks)

Q. 5) Explain the steps for Installing Joomla CMS. (4 mks)

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ADVERTISING

Duration:- 45 minutes

Marks:- 15

- Q.1) Define advertising. Explain the various key players in the advertising industry. (5 mks)
- Q. 2) Explain How advertising changes with the different stages of product in its life cycle? (5 mks)
- Q. 3) Explain any two criticism of advertising. (2 ½)
- Q. 4) Explain any two benefits of advertising to the customers. (2 ½)

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MANAGEMENT INFORMATION SYSTEM

Duration:- 45 minutes

Marks:- 15

1. Define MIS. (2 mks)
2. List the Challenges of MIS. (2 mks)
3. Explain Pyramid of Management. (4 mks)
4. Explain Management function with relevant case study. (5 mks)
5. list the type of information with proper Diagram. (2 mks)
