

G.V.M'S G.G.P.R. COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA
INTRA SEMESTER ASSESSEMENT TEST – I
B.C.A. SEMESTER VI JANUARY 2015
ADVERTISING

MARKS:- 15

Duration:- 45 minutes

Answer ANY THREE from the following:-

- Q. 1) Define Advertising. Explain how is advertising important to manufacturers, consumers, salesmen and to the society in general. (5 mks)
- Q. 2) Explain in brief each of the element of marketing mix. (5 mks)
- Q. 3) a) Explain how advertising & Personal selling are related to each other. (3 mks)
b) Distinguish between Advertising & Publicity. (2 mks)
- Q. 4) How does advertising change with the different stages of a product in its life cycle. (5 mks)

**** best of luck****

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ISA TEST I,BCA SEMESTER VI JANUARY 2015

MANAGEMENT INFORMATION SYSTEM

MARKS: 15

DURATION: 45 MINUTES

Q.1) Answer the following:

- A. Explain the Characteristics of MIS? (3 Marks)
- B. Describe the basic functions of management in an organization. (3 Marks)
- C. Discuss the different types of information along with their sources. (4 Marks)
- D. Explain how Pareto analysis helps in the process of decision making with an example. (5 Marks)

*****Best Of Luck*****

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INTRA SEMESTER ASSESSMENT TEST-I OF SEMESTER-VI JANUARY 2015
T.Y.B.C.A.
MULTIMEDIA TECHNOLOGY

MARKS:- 15

Duration:- 45 minutes

1. Answer the following. (2 x 1 mk=2 mks)
 - a.) What are Vector Graphics ?
 - b.) What is Interactive Multimedia ?

2. Answer the following. (3 x 3 mks=9 mks)
 - a.) Explain the CGM graphic format.
Also, explain how it is different from GIF graphic file format.
 - b.) Explain two differences of linear v/s non linear with examples for each.
 - c.) Explain three Multimedia Design Principles.

3. Answer the following. (4 mks)
 - a.) Explain the CMYK colour model with the diagram.
Also, elaborate on subtractive colour.

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I ISA

Sub: Content Management System

Time : 45 Mins

Max. Marks : 15

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- Q1. Write the steps for Joomla Installation (3mks)
- Q2. Which is the latest version of WordPress available ? (1 mks)
- Q3. Full form of MOODLE ? (1mks)
- Q4. Write the steps to create pages and Post in WordPress? (2mks)
- Q5. Write the steps to add Articles in Joomla ? (1mks)
- Q6. Write the steps to create blog in WordPress?(1mks)
- Q7. Write the advantages and disadvantages for developing website using cms ? (2mks)
- Q8. write the steps to recover admin password from joomla ? (2mks)
- Q9. admin panel of wordpress refer as _____ (1mks)
- Q10. Which the latest version of Joomla and Moodle ? (1 mks)

*****All the Best*****