

**GOA VIDYAPRASARAK MANDAL's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA - GOA**

**B.C.A. CBCS (SEMESTER-VI), Intra-Semester Assessment (ISA-I), FEBRUARY 2025
CONTENT MANAGEMENT SYSTEMS**

Duration:30 Minutes **Marks:10**

Q1) What is a Content Management System?	(2marks)
Q2) Differentiate between wordpress.org and wordpress.com?	(2marks)
Q3) What are Plugins in wordpress?	(2marks)
Q4) Explain the installation steps of Wordpress?	(4 marks)

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B.C.A. CBCS (SEMESTER-VI) INTRA SEMESTER ASSESSMENT (ISA-I) FEBRUARY 2025
E-COMMERCE APPLICATIONS (CAC-121)

Duration: 45 Minutes

Marks: 20

Instructions: i) All questions are compulsory. ii) Figures to the right indicate full marks.

Q1.A) Fill in the blanks: (5*1=5)

- a) _____ enables tailored experiences based on user preferences and behaviors.
- b) _____ A digital platform for online transaction.
- c) _____ Earning commissions by promoting products of others.
- d) _____ Running paid ad campaigns on platform like Google Ads.
- e) _____ refers to the guidelines and practices for crafting clear, professional, and respectful emails in customer communication.

Q2.B) Answer the following: (3*2=6)

- a) What are the drawbacks of Online Marketing?
- b) What are the major challenges faced by e-commerce businesses?
- c) What is Search Engine Optimization (SEO) and how does it work?

Q3.C) Answer the following: (3*3=9)

- a) What are the key differences between e-commerce and m-commerce?
- b) Explain any two models of E-commerce with diagrams.
- c) What is the working process of marketplace websites?

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INTERNET OF THINGS

Duration: 30 minutes

Marks: 10

Q1. Fill in the blank: (2)

- The communication model where publishers send data to topics managed by a broker, and consumers subscribe to these topics is called the _____ model.
- A _____ is an electrically operated switch used to control a circuit by an independent low-power signal.

Q2. Write two differences between a sensor and an actuator. (2)

Q3. "An IoT system can be precise but not necessarily accurate". Justify the statement with the help of diagram. (3)

Q4. Explain the functional blocks in the Logical Design of IoT. (3)

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MULTIMEDIA TECHNOLOGY (CAC-120)**

DURATION – 45 minutes **MARKS: 20**

Q.1) Match the following: (5 marks)

a) PNG file	i) Text-based document
b) PDF	ii) Gamma correction
c) SVG	iii) LZW compression
d) Encapsulated PostScript	iv) Indexable and searchable text
e) GIF	v) XML based 2-D graphic file format

Q.2) State following statements are true or false : (5 marks)

- a) RGB (Red, Green and Blue) is the color space for digital images.
- b) The PSD file format is an image format and works in progress with Adobe Photoshop.
- c) A JPEG file supports up to 24-bit color and uses lossy compression.
- d) A RAW file is the uncompressed and unprocessed image data
- e) TIFF Limited to a maximum of 4 gigabytes per file

Q.3) Explain concept of DPI and PPI (3 marks)

Q.4) Differentiate between Lossy and Lossless compression. (2 marks)

Q.5) Write short note on Vector graphic technique. (2 marks)

Q.6) List and explain any three usability principles. (3 marks)
