**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060,**

**Examination(2019-2020)**

**Class: B.B.A(CA) Semester III**

**Sub: Digital Marketing Marks :30M Time : 1hour**

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**All question carry equal mark attempt any three questions**

1. Explain creating business accounts on YouTube? Explain YouTube advertising?
2. Explain about Google Ads & FaceBook Ads?
3. Explain Customer Relationship Management (CRM) concept? Explain CRM models?
4. Explain Business opportunities and Instagram options, Optimization of Instagram profiles, Integrating Instagram with a Web Site and other social networks?

**Sub: Data Structure Marks :30M Time : 1hour**

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**All question carry equal mark attempt any three questions**

1. Explain Linear Search, Binary search?
2. Explain Graph Representation – Adjacency matrix, adjacency list, inverse Adjacency list, adjacency multilist, orthogonal list?
3. Explain Binary tree & binary search tree?
4. Create a Circularly Singly Linked list & Circularly Doubly Linked list?

**Sub: Software Engineering Marks :30M Time : 1hour**

**All question carry equal mark attempt any three questions**

1. Explain software testing concept & Software testing Process?
2. Explain Structure Chart & Coupling and Cohesion?
3. Explain Feasibility study , Fact Finding Techniques & SRS Format?
4. Explain Data Flow Diagrams (DFD)?

**Sub: Angular JS Marks :30M Time : 1hour**

**All question carry equal mark attempt any three questions**

1. Explain AngularJS forms, model binding, form controller ?
2. Explain Ajax implementation using $http?
3. Explain what is dependency injection?
4. Explain Creating custom service?

**Sub:** **PHP Marks :30M Time : 1hour**

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**All question carry equal mark attempt any three questions**

1. Explain the process to connect to MySQL database & reading &writing to database?
2. Explain the concept of cookies? Explain setting and Reading Cookies?
3. Explain how to build a form & processing a Form's Data?
4. Write a PHP program to enter two numbers and find maximum from it?