**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060,**

**Examination(2020-2021)**

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

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

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

1. Explain what is E-Commerce? Explain what is Internet Marketing?
2. Explain Digital vs. Real Marketing? Explain digital marketing?
3. Explain Content management? Explain SWOT analysis?
4. Write about Search Engine Optimization? ?

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

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. Explain Pointers and dynamic memory allocation? Explain Space Complexity & Time Complexity
2. Explain Polynomial Representation - Evaluation of Polynomial Addition of Polynomial?
3. Explain Bubble sort & Quick Sort algorithms with example?
4. Create a single linked list by inputting 10 nos?

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

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

1. Explain elements of system? Explain types of System & Characteristics of system?
2. Explain need for software engineering? Explain Software Product and Process?
3. Explain what is SDLC? Write about activities of SDLC?
4. Explain the Prototyping Model, its advantages & disadvantages?

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

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

1. Explain what is AngularJS? Write difference between Javasript and Angular JS
2. Explain AngularJS MVC Architecture?
3. Explain Angular Modules & Angular Controller?
4. Explain upper case and lower case filters?

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

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

1. Explain what is server side scripting? Write about PHP environment?
2. Explain data types & operators in PHP?
3. Explain requirement of loops? Explain for-next, while loop?
4. Explain need for Functions? Write about built-in functions?