

FACULTY OF COMMERCE /BUSINESS MANAGEMENT
B.Com./B.B.A. III Semester(CBCS-NEW R19) Examination, JULY(M) 2021
SKILL ENHANCEMENT COURSE 2
FOUNDATION OF DIGITAL MARKETING &WEB DESIGN

Time: 2 Hours]

[Max. Marks: 40

Section A – (Marks: 2 x 5 = 10)
Answer any two following questions.

- 1 What is Video Marketing?
- 2 What is Content Marketing?
- 3 How does understand targeting audience help in designing a better website?
- 4 Write a brief note on Audience Reports?

Section B – (Marks: 2 x 15 = 30)
Answer all questions. All questions carry equal marks.

- 5 a What is Search Engine Optimization? Explain its significance in Digital Marketing?

OR

- b Describe the tools for Email Marketing and their utility?

- 6 a Elucidate the concept of Conversion rate optimization?

OR

- b How to setup Google Analytics? Explain.

BSC/351N/21J

22/07/2021

FACULTY OF SCIENCE
B.SC III SEM (CBCS-NEW R19) EXAMINATION, JULY (M) 2021
COMPUTER SCIENCE 3
DATA STRUCTURES USING C++

TIME: 2 HRS]

[MAX.MARKS:80

Answer any Four of the following questions. (Marks 4×20=80)

- 1 Write a program to multiply two Matrices.
- 2 Write an algorithm to convert infix expression into postfix.
- 3 Write a program to demonstrate representation of Queues with Arrays.
- 4 Write a Program to insert into and delete an element from a Doubly Linked List.
- 5 Explain various Binary tree traversals.
- 6 Explain various Collision Resolution Strategies.
- 7 Write a program for Binary search. Trace the program to demonstrate successful and unsuccessful search.
- 8 Write a program for Quick sort.
