21BCA5V1

V Semester B.C.A. (NEP) (Repeaters) Degree Examination, June/July 2026

COMPUTER APPLICATIONS

Digital Marketing

Time : 2 Hours Max. Marks : 60

SECTION – A

Answer **all** the questions. **Each** question carries **1** mark. **(10×1=10)**

1. a) Define online marketing.
   b) What is SEO ?
   c) Define social media.
   d) Definition of a campaign.
   e) What is spam e-mail ?
   f) Define automation.
   g) What is SMS marketing ?
   h) What is an app ?
   i) What reporting is ?
   j) Define data visualization.

SECTION – B

Answer **any 4** questions. **Each** question carries **5** marks. **(4×5=20)**

2. List advantages of digital marketing.
3. Describe features of social media platforms.
4. Explain in brief about e-mail marketing process.
5. Explain location-based marketing.
6. Describe web analytics tools.
7. Explain mobile marketing strategies.

P.T.O.

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SECTION – C

Answer **any 3** questions. **Each** question carries **10** marks. (3×10=30)

8. Discuss advantages and limitations of digital marketing.
9. Explain how to create and optimize social media profiles.
10. Explain e-mail marketing in detail with its advantages.
11. Explain mobile marketing and its importance.
12. Explain web analytics and its tools.

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21BCA5E1CC1

V Semester B.C.A. (NEP) (Repeaters) Degree Examination, June/July 2026
COMPUTER APPLICATIONS
DSE : Cloud Computing

Time : 2 Hours | Max. Marks : 60

SECTION – A

Answer all the questions. Each question carries 1 mark. (10×1=10)

1. a) What is Parallel Computing ?
   b) Name any one cloud service provider.
   c) What is public cloud ?
   d) Name any one virtualization technology.
   e) What is Aneka SDK ?
   f) What is cloud programming ?
   g) What is AWS ?
   h) Name one compute service provided by AWS.
   i) What is ERP ?
   j) Give one example of cloud applications.

SECTION – B

Answer any 4 questions. Each question carries 5 marks. (4×5=20)

2. Compare cloud computing with traditional computing.
3. Write pros and cons of virtualization.
4. Explain Aneka framework overview.
5. Explain services provided by AWS.
6. Explain cloud applications in healthcare.
7. Explain CRM and ERP cloud applications.

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SECTION – C

Answer any 3 questions. Each question carries 10 marks. (3×10=30)

8. Compare parallel, distributed, cluster, grid and cloud computing.
9. Discuss virtualization and its types in detail with examples.
10. Describe building Aneka clouds and management tools.
11. Explain cloud platforms in industry with examples.
12. Explain scientific and business applications of cloud computing.

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21BCA5C14SPL

V Semester B.C.A. (NEP) (Repeaters) Degree Examination, June/July 2026
COMPUTER APPLICATIONS
DSC 14 : Statistical Computing and R – Programming

Time : 2 Hours Max. Marks : 60

SECTION – A

1. Answer **all** the questions. **Each** question carries **1** mark. **(10×1=10)**

a) What is a vector in R ?

b) What is a data frame ?

c) Define function in R.

d) What is a for loop ?

e) Define probability.

f) What is normal distribution ?

g) What is null hypothesis ?

h) Define p-value.

i) What is regression ?

j) Define scatter plot.

SECTION – B

Answer **any 4** questions. **Each** question carries **5** marks. **(4×5=20)**

2. Explain vectors and matrices in R.

3. Explain loops in R with examples.

4. Describe binomial distribution.

P.T.O.

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5. Explain hypothesis testing components.
6. Explain single linear regression.
7. Explain writing functions in R.

SECTION – C

Answer **any 3** questions. **Each** question carries **10** marks. (3×10=30)

8. a) Explain R data structures.
   b) Discuss lists and data frames.
9. Explain programming concepts in R with loops and conditions.
10. a) Explain binomial and Poisson distributions.
    b) Compare PMF and PDF.
11. Explain hypothesis testing procedure with example.
12. Explain multiple linear regression and model diagnostics.

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