**B.P.A./B.F.A. painting/B.Voc. DEGREE EXAMINATION,
APRIL – 2022**

Second Semester

Bharathanatyam/Music (Vocal)

இலக்கணமும் படைப்பிலக்கியமும்

(Common for B.P.A. (Bharathanatyam)/B.P.A. Music (Vocal)/B.Voc. Fashion Technology/B.Voc Software Development/B.F.A. Painting)

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

பகுதி – அ $(10 \times 2 = 20)$

அனைத்து வினாக்களுக்கும் விடையளிக்க.

1.   எழுத்து என்றால் என்ன?

2.   அளவடி என்பது யாது?

3.   புதுக்கவிதையின் இலக்கணம் தருக.

4.   சென்றியூ- என்பது யாது?

5.   சிறுகதையின் இலக்கணம் தருக.

6.   புதுமைப்பித்தனின் சிறுகதைகள் நான்கினைத் தருக.

7.   வலைப்பூ என்பது யாது?

8.   இணைய இதழ்கள் நான்கினைத் தருக.

9.   மணிக்கொடி பரம்பரை - குறிப்பு வரைக.

10.   கொரானா எனும் தலைப்பில் ஒரு ஹைக்கூ கவிதை எழுதுக.

அனைத்து வினாக்களுக்கும் விடையளிக்க.

11. (அ) அடியின் வகைகளை விளக்குக.

(அல்லது)

(ஆ) தொடை விகற்பங்களைத் தருக.

12. (அ) பாரதி காட்டும் தமிழ்நாட்டின் சிறப்பினைத் தருக.

(அல்லது)

(ஆ) கண்ணதாசன் சுட்டும் கடவுள் அனுபவத்தை விளக்குக.

13. (அ) அன்பளிப்பு-சிறுகதையின் பொருண்மையை எழுதுக.

(அல்லது)

(ஆ) புலிக்கலைஞர் காதரின் நடிப்புத்திறனைச் சுட்டுக.

14. (அ) மின்னஞ்சல் முகவரி பெறும் முறையை விளக்குக.

(அல்லது)

(ஆ) குறிப்புகள் தருக.

     (i)   தரவு தளம்

     (ii)   இணைய தளம்

     (iii)   இணைய இதழ்

15. (அ) ஹைக்கூ, குக்கூ கவிதைகளுக்கிடையேயான வேறுபாட்டைத் தருக.

(அல்லது)

(ஆ) புதுக்கவிதை மரபில் பெண்களின் பங்களிப்பினைச் சுட்டுக.

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எவையேனும் மூன்றனுக்கு மட்டும் விடையளிக்க

16. சீர்கள் எத்தனை வகைப்படும்? அவை யாவை? விளக்குக.

17. புதுக்கவிதையின் மரபை நும் பாடப் பகுதி கொண்டு விளக்குக.

18. சிறுகதையின் தோற்றமும் வளர்ச்சியும் குறித்து எழுதுக.

19. இணையத்தில் தமிழ் வளர்ச்சித்துறையின் பங்கினைத் தருக.

20. 'முகக்கவசம்' என்னும் பொருண்மையில் ஒரு சிறுகதை எழுதுக.

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R6640	Sub. Code
	922CE

(All UG PROGRAMS) DEGREE EXAMINATION, APRIL – 2022

Second Semester

English

Part II — COMMUNICATIVE ENGLISH — II

(Common for All U.G. Programmes)

(CBCS – 2020 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Give the antonyms of the following :

   (a) Bleak

   (b) Ominous

2. Fill in the blanks with suitable adverbs :

   (a) She arrived ————— for the meeting

   (b) We should work —————.

3. What is a welcome speech?

4. Frame sentences using the idioms (a) burning the midnight oil (b) make the ends meet.

5. What are the benefits of reading aloud?

6. Write one word substitutes for the following :

   (a) Present everywhere

   (b) fear of water

7. Identify the type of sentence :

   (a) How thrilling the movie was !

   (b) Do you like coffee?

8. What is a brochure?

9. Give two tips for interview.

10. Differentiate a clause and a phase.

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write a paragraph on the proverb, "Actions speak louder than words".

   Or

   (b) Write the synonyms for the following words :

   (i) abundant

   (ii) linger

   (iii) optimistic

   (iv) inept

   (v) soothe.

12. (a) What is Intonation? Explain with examples.

   Or

   (b) Explain the important elements of a 'vote of thanks' speech.

13. (a) How can you make your PPT presentation effective?

   Or

   (b) What are the different components of an email?

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14. (a) Differentiate 'denotation' and 'connotation' with examples.

Or

(b) Mention some of the Do's and Don'ts during an online meeting.

15. (a) What are the elements of feature writing?

Or

(b) Write a job application letter for the post of Assitant Professor in ABC college, Chennai.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Fill in the blanks with suitable prepositions :

(a) we have been playing ————— morning.

(b) ————— brave, he is not intelligent.

(c) This work is ————— your dignity.

(d) I will come there ————— a week.

(e) Can you write ————— this pen?

(f) She put a bandage ————— the boy's cut finger.

(g) My uncle has invested a lot of money ————— farming.

(h) We have been working in this company ————— twenty years.

(i) He is laboring ————— a misapprehension, but laboring ————— a cause.

(j) The plane flew ————— the clouds.

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17. Write a film review on the film you recently watched.

18. Write the one-word substitution for the following.

    (a) A human who eats human fresh.

    (b) A room in a public building where outdoor clothes luggage maybe left.

    (c) A place where coins are made.

    (d) A person who is mentally ill.

    (e) Fear of closed spaces.

    (f) One who studies the evolution of mankind.

    (g) One who doesn't take any alcoholic drinks.

    (h) A speech prepared without any previous preparation.

    (i) A disease which attacks many people in a particular area in one time.

    (j) The one who loves good food and knows a lot about it.

19. Prepare a 'Brochure' for 'Spoken English' course.

20. Write ten utterances that takes place in a formal job interview.

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ALL U.G. DEGREE EXAMINATION, APRIL – 2022

Second Semester

General Subject

ENVIRONMENTAL STUDIES

(Common for All UG Programmes)

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

Explain the following Terms :

1. Abiotic factors

    உயிரற்ற காரணிகள்

2. Biosphere

    உயிரிய மண்டலம்

3. Soil fertilizer

    மண் செழுமை

4. Food Resources

    உணவு வளங்கள்

5.	Energy flow

	ஆற்றல் ஓட்டம்

6.	Food Web

	உணவு வலை

7.	Species Diversity

	இன வேறுபாடு

8.	Endemic species

	ஒரு பகுதியில் மட்டும் காணப்படும் இனங்கள்

9.	Air Pollutants

	காற்று மாசாக்கிகள்

10.	Soil Pollution

	நில மாசுபாடு

Part B $(5 \times 5 = 25)$

	Answer **all** questions, choosing either (a) or (b).

11.	(a)	Write in detail about aim of environmental studies.
		சுற்றுச்சூழல் கல்வியின் நோக்கம் பற்றி எழுதுக.

Or

	(b)	List the uses of Mineral Resources.

		தாது வளங்களின் பயன்கள் பற்றி எழுதுக.

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12. (a) Write a short notes on dams. Add a note on their effect on forests and tribal people.

அணைகள் பற்றி சிறு குறிப்பு வரைக. இவைகளால் காடுகளுக்கும், பழங்குடி மக்களுக்கும் ஏற்படும் விளைவுகள் பற்றி எழுதுக.

Or

(b) Enumerate the role of individual in conservation of natural resources.

இயற்கை வளங்களை பாதுகாப்பதில் தனி மனித பங்கு பற்றி தொகுத்து எழுதுக.

13. (a) Give an account of structure and functions of an Eco systems.

சூழியத் தொகுதியின் அமைப்பு மற்றும் வேலைகள் பற்றி எழுதுக.

Or

(b) List the value of Biodiversity.

பல்லுயிரின் வேறுபாட்டின் மதிப்புகளை எழுதுக.

14. (a) Illustrate Ecological Pyramids.

சூழ்நிலை பிரமிடுகள் பற்றி படத்துடன் விளக்குக.

Or

(b) Describe Hot spots of Biodiversity.

பல்லுயிரின் வேறுபாடு கொண்ட சிறப்பிடங்கள் பற்றி விவரி.

15. (a) Write in detail about causes of Marine Pollution.

கடல் நீர் மாசுபாட்டிற்கான காரணங்கள் பற்றி எழுதுக.

Or

(b) Discuss the effect of Nuclear hazards.

அணுக்கரு ஆபத்துகள் எவ்வாறான விளைவுகளை ஏற்படுத்துகின்றன என்பதை எழுதுக.

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Answer any **three** questions.

16. Write an essay on conservation of Environment.

     சுற்றுச்சூழலை பாதுகாத்தல் பற்றி ஒரு கட்டுரை வரைக.

17. List the forest resources. Add a note on their uses and over exploitation.

     காடு வளங்கள் பற்றி எழுதுக. காடு வளங்கள் எவ்வாறு உதவுகின்றன, அவைகள் எவ்வாறு அதிகமாக உபயோகப் படுத்தப்படுகின்றன.

18. Describe an energy flow in the eco system.

     ஒரு சூழிய தொகுதியில் ஆற்றல் ஓட்டம் எப்படி நடக்கிறது என்பதை விவரி.

19. List and explain threats to Biodiversity.

     பல்லுயிரின வேறுபாட்டுக்கு ஏற்படும் அச்சுறுத்தல்களை வகைப்படுத்தி விளக்குக.

20. Give an account of Air Pollution.

     காற்று மாசுபாட்டை பற்றி தொகுத்து எழுதுக.

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R6643	Sub. Code
	92BPEP

B.Voc. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Fashion Technology/Software Development

PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCES – II

(Common for B.Voc. Fashion Tech./B.Voc. Software Development)

(CBCS – 2020 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What does coding mean?

2.   What does relativity mean?

3.   Write few of the persuasive techniques that a communicator adopts to succeed in his persuading act.

4.   Name a few fitness trackers that you are familiar with.

5.   What is note making?

6.   What is electronics? Define it.

7.   What is the difference between QR code and barcode?

8.   Mention the names of a few acids.

9. Give meanings for the following.

    Cortana, Alexa

10. Define the following.

    Transducer, Microphone

Part B $(5 \times 5 = 25)$

Answer **five** of the following questions.

11. Write the summary of the passage "Calculus Can Save Life".

12. Artificial Intelligence will soon become capable of authoring books. Express your opinions in a paragraph of about 200 words.

13. Arrange the words to form proper sentences.

    (a) dog Rahul with his pet playing enjoys.

    (b) to the company goods Vietnam exports.

    (c) she interested that was in proposal said she the.

    (d) was performance impressed with quite his I.

    (e) the please not do on grass step.

14. Write the meaning of the following words

    Tedious, Vendor, Meagre, Commercialization, Retail.

15. Use the following phrases and make sentences of your own

    (a) in accordance with
    (b) find it difficult
    (c) to start with
    (d) effective and longstanding
    (e) kick his bucket off.

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16. Create your own sentences using the following adjectives

Awful, Pretty, Artistic, Mundane, Original.

17. Use appropriate punctuation marks in the following sentences.

   (a) We had a great time in France the kids really enjoyed it

   (b) Some people work best in the mornings others do better in the evenings

   (c) What are you doing next weekend

   (d) Mother had to go into hospital she had heart problems

   (e) Did you understand why I was upset

18. Write a circular related to Online Classes.

Part C   (3 × 10 = 30)

   Answer any **three** of the following questions.

19. Fill in the blanks choosing the correct forms of the verbs given within brackets

   We put a slice of lemon into a cup of strong tea and the tea ——————(become) pale. We strike a match and a stick of wood —————— (burst) into flame and ——————(turn) into charcoal. These —————— (be) all chemical reactions. The primeval man who —————— (learn) to light a fire was the first chemist. He ———— (accomplish) the first chemical reaction, that of combustion. And this reaction is most necessary, the most important in the history of mankind. It_____ (give) our distant ancestors the heat to warm their dwellings on cold days. In our time it —————— (open) the way to outer space by propelling rockets weighing many tons into the sky. The legend of Prometheus who gave fire to the people ——————(be) at the same time the legend of the first chemical reaction.

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20. Write an essay on the applications of AI in the fields of health, education, agriculture, and banking sectors.

21. (a) Frame sentences of your own using the following words:

(i) Navigation

(ii) Warfare

(iii) Technology

(iv) Decode

(v) Electromagnetic

(b) Categorize the following words depending on their functions as

Nouns, Verbs, Adjectives and Adverbs in the sentences of the passage:

Colourless, Plastics, Producing, Annually, Damage, Exposure, Properly, Irreversible, Released, Reactive

22. Read the following passage and answer the questions below. (5 × 2=10)

Once upon a time there was a famous poet named Lord Byron, who married a baroness named Annabella. Byron turned out to be a god-awful husband, but a pretty good poet. Byron spent most of his time "leching about" as the Brits say, but managed to sire one legitimate child, they named her Ada. Spurned by her husband's infidelity, Annabelle was determined that her daughter would be the opposite of her artistic and impulsive father. Ada was brought up to focus on her mathematical brain, and mentored by some of the most respected math tutors of the day. Soon Ada's talent in math began to get noticed in society, and she was invited to attend many high profile "salons" where intellectuals would gather to discuss innovations and inventions.

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When she was 18 Ada met a man named Charles Babbage. A bit of an eccentric, Babbage was obsessed with the Jacquard Loom's ability to be programmed to produce different patterns. Determined to build his own programmable mathematical machine Babbage created designs for what he called the "analytical engine" which was intended to be a general purpose calculator. Ada was fascinated by the plans for the analytical engine, and Babbage was charmed by her intellect and analytical skills. Ada translated an article describing the analytical engine from Italian to English, a rather mundane task, but at the end of her translation she appended what she modestly titled "Notes."

Ada's "Notes" included a complete and detailed method for how to program the analytical engine to calculate Bernoulli numbers. Though Ada never lived to see the machine built, later when a model was created based on Babbage's original designs someone tried her program — and it worked! These notes are considered the first ever computer program.

Ada's contributions don't stop there. In her notes, Ada discussed the true importance of the analytical engine. She imagined that the analytical engine could be adapted to do more than mere number crunching, but ultimately to carry out any type of instructions delivered through symbolic reasoning, something well beyond what Babbage had envisioned. She wrote about the partnership between human creativity and machine execution, that machines could aid human innovation not only in math, but in art and design as well. She developed the first ever theories on how artificial intelligence would work alongside human intelligence, but never as a replacement. A theory that Alan Turing challenged in his work, but it is actually Ada's model that is still true to this day.

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Questions

(a) Write few words about Byron

(b) What does Ada's notes include?

(c) What was Babbage obsessed with?

(d) How was Ada brought up?

(e) In what way Ada has impacted you?

23. Prepare minutes of meeting for Inaugural function of the English Association.

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R6646		Sub. Code
		9BF2C1

B.VOC. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Fashion Technology

PRINCIPLES OF PATTERN MAKING AND GRADING

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is the difference between a block and a pattern?

2. What do you mean by a standard block?

3. Define pattern making.

4. Define draping.

5. What do you mean by stay stitching?

6. Define a layout.

7. What is the importance of pattern alteration?

8. What is Fit?

9. Define grading.

10. Explain the term 'Trueing".

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks

11. (a) Discuss the importance of body measurements.

Or

(b) Describe the pattern making tools.

12. (a) State the principles of pattern drafting.

Or

(b) Brief on dress form and its importance.

13. (a) How will you plan a layout for a fabric with lengthwise stripes and for fabrics with bold design?

Or

(b) With a suitable example brief on creating styles through dart manipulation.

14. (a) How will you solve fitting problem in Kurti?

Or

(b) Discuss about any three common pattern alterations in a blouse.

15. (a) List and explain any three grading terminologies.
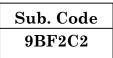
Or

(b) Brief on computerized grading.

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Part C (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. List the standard measurements for men and explain the procedure for taking the same.

17. Describe the methods of pattern making.

18. Explain the methods of pattern layout.

19. Describe the principles for good fit.

20. Describe the grading techniques their advantages and disadvantages.

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B.Voc DEGREE EXAMINATION, APRIL – 2022

Second Semester

Fashion Technology

INTRODUCTION TO FASHION TECHNOLOGY

(CBCS – 2019 onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1.　Define fashion.

2.　State the types of design.

3.　What is form?

4.　State two ways of achieving emphasis in a dress.

5.　Describe the term value.

6.　Describe the importance of colour.

7.　What is an Applique?

8.　What do you mean by a Wardrobe?

9.　What do you mean by figure irregularity?

10.　How can you correct the irregularity 'prominent forehead'?

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the fashion theories.

Or

(b) Write about any two Indian designers.

12. (a) Explain about balance as a principle of design

Or

(b) Write about size, texture and shape.

13. (a) Write about the primary, secondary and tertiary colours.

Or

(b) Brief on CMYK colours.

14. (a) Write a short note on fashion accessories.

Or

(b) How will you design dress for a party and business meeting?

15. (a) Suggest dress style for a person with large abdomen.

Or

(b) How will you design a dress for a person with narrow shoulders?

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Part C $(3 \times 10 = 30)$

Answer any **three** questions.

All questions carry equal marks

16. Define design and state the requirements of a good structural and decorative design.

17. What are the principles of design? Discuss about application of design principles in dress designing?

18. Explain the various color harmonies.

19. Discuss about the factors influencing wardrobe selection.

20. List the features to be preferred and avoided for a stout figure.

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R6644		Sub. Code
		9BV4G1

B.Voc. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Fashion Technology/Software Development

PROFESSIONAL ETIQUETTES

**(Common for B.Voc. Fashion Technology/
B.Voc Software Development)**

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. How to greet a person professionally?

2. What is the purpose of using Business card?

3. What is the need for formal dress code?

4. What is the role of fragrance in conducting oneself professionally?

5. Mention the etiquettes involved in handling doors.

6. Why Cell phone etiquette is important in today's context?

7. Is dining etiquette all that important?

8. How to avoid elementary dining mistakes?

9. Give examples for cultural sensitivities with reference to a country of your choice.

10. What are the specific etiquettes to be followed during reservation in a hotel?

Part B   (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the need for Greeting someone.

Or

(b) Discuss the role of etiquette in business.

12. (a) What are the characteristics of a well groomed individual?

Or

(b) Discuss the role of hands and nails in grooming.

13. (a) What do you mean by work place etiquette?

Or

(b) How to manage conflict in work place?

14. (a) How will you set table as part of dining etiquette?

Or

(b) Briefly discuss about eating considerations.

15. (a) When is a person a bad guest?

Or

(b) Discuss about cultural sensitivities.

2   **R6644**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Briefly describe about various aspects of Business etiquette.

17. What are the etiquettes relating to personal grooming? Explain.

18. Briefly discuss about :

    (a) cell phone etiquette (5)

    (b) meeting etiquette. (5)

19. What are the principles to be followed as part of washing etiquette?

20. Briefly discuss about travel etiquette.

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3 R6644

R6648	Sub. Code
	9BF4G1

B.Voc. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Fashion Technology

APPAREL COSTING AND EXPORT MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the types of costs?

2.   What is cash flow control?

3.   Define costing.

4.   What is the cost estimation of dyeing?

5.   What is the role of payment in International trading?

6.   Why trading needs business ethics?

7.   INCO terms – explain.

8.   Define export finance.

9.   List some foreign exchange regulation.

10.   What is export promotion council?

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe about overhead cost.

Or

(b) What are the requirements of good costing system?

12. (a) Write a short note on cost estimation of printing.

Or

(b) Explain about fabric types.

13. (a) Write a short note on regional trade blocks.

Or

(b) Describe in detail about importance and needs of business ethics.

14. (a) What are the standard policies for logistics and shipping?

Or

(b) Explain about purpose of export documents.

15. (a) What is the main functions of Foreign Exchange Regulation.

Or

(b) Explain about Import Export code.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain in brief about break even chart.

17. Give a brief note on cost estimation.

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18. Write a detailed note on counter trade.

19. Explain in detail about export and import policy in India.

20. Write a brief note on Registration formalities.

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R6648

R6649		Sub. Code
		9BF4C1

B.Voc. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Fashion Technology

TEXTILE PROCESSING

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is water hardness?

2.   What are textile auxiliaries?

3.   What are the factors of desizing?

4.   What is the definition of bleaching?

5.   What is jigger dyeing?

6.   What is winch dyeing?

7.   What are the limitations of roller printing?

8.   What does duplex printing?

9.   What is bio polishing?

10. What is sanforizing why is it done?

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) Write a note on quality required for wet processing industries?

Or

(b) Explain about the role of preparatory process sequence for woven and knitted fabrics.

12. (a) Explain in detail about types of bleaching agents.

Or

(b) Write a statement on the advantages and disadvantages of hydrogen peroxide bleaching using 1-Box.

13. (a) Explain about different methods of dyeing.

Or

(b) Write in detail about soft flow machines.

14. (a) Write a note on dye paste preparation.

Or

(b) Explain in detail about transfer printing.

15. (a) Differentiate between temporary finishing and permanent finishing.

Or

(b) Write a note on mechanical finish.

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Write about textile auxilaries and its types.

17. Explain in detail about desizing methods of preparatory process.

18. Write a note on various dyeing machines.

19. Explain about recent developments in printing.

20. Write in detail about different methods of finishing.

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3 **R6649**

R6645	Sub. Code
	9BV6G2

B.Voc. DEGREE EXAMINATION, APRIL – 2022

Sixth Semester

Fashion Technology/Software Development

FUNDAMENTALS OF DIGITAL MARKETING

(Common for B.Voc (Fashion Technology/ B.Voc (Software Development)

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is marketing?

2. What is digital consumer?

3. Define internet.

4. Define testing.

5. What is social media?

6. What is e-mail marketing?

7. What is reputation management?

8. Define affiliate marketing.

9. What is mobile privacy?

10. What is holistic marketing?

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the technologies behind digital marketing?

Or

(b) Describe the changing face of advertising.

12. (a) Write a short note on Tweaking.

Or

(b) List out the way to digital marketing success.

13. (a) Describe the vital components of e-mail marketing.

Or

(b) Explain the role of dashboard in social media.

14. (a) Write a short note on Reputation management.

Or

(b) Describe the importance of affiliate marketing.

15. (a) Explain the benefits of blurred lines in marketing.

Or

(b) Write a short note on mobile gaming.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Trace the digital evolution of marketing.

17. Explain the importance of digital marketing.

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18. Elucidate the various forms of social media.

19. Explain the future of online PR and Reputation management.

20. Write an essay on mobile privacy.

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