**R8307**

**Sub. Code**
**9BS4G2**

## B.Voc. DEGREE EXAMINATION, APRIL – 2023

### Fourth Semester

### Software Development

### INTRODUCTION TO BPO

### (CBCS – 2019 onwards)

Time : 3 Hours                     Maximum : 75 Marks

**Part A**                     (10 × 2 = 20)

Answer **all** the questions.

1. List down the benefits of BPO.

2. What are the different types of BPO?

3. Define IT Outsourcing.

4. List down the issues found in contact center BPO.

5. Define Healthcare BPO.

6. What do you mean by Cbay Systems?

7. List down the elements of Back Office services.

8. What are the services offered by BPO Companies.

9. What are the activities involved in HR BPO?

10. Explain the non – voice process in BPO.

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

11. (a) What are the different types of BPO models? Explain briefly

Or

(b) Write short notes on challenges in offshoring on BPO industry.

12. (a) Describe in brief about Employment opportunities available in BPO companies.

Or

(b) List down the issues and problems in working of call centers in BPO.

13. (a) Write short notes on Healthcare BPO.

Or

(b) Describe shortly about Cbay Systems.

14. (a) List down the various elements of Back – Office Services.

Or

(b) Explain briefly about Datamatics.

15. (a) Summarize the reasons for outsourcing HR.

Or

(b) Write short notes on Media and Entertainment BPO.

**R8307**

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

Answer any **three** questions.

16. Elucidate in detail about BPO companies in India.

17. Explain in detail about Technology components required for call centres.

18. Summarize the structure of the American Healthcare sector with neat sketch in detail.

19. Explain in detail about financial services offered by BPO with suitable example.

20. Write detailed note on carrer in HR BPO.

————————

**R8307**

| R8308 | Sub. Code |
|---|---|
| | 9BS4C1 |

## B.Voc. DEGREE EXAMINATION, APRIL – 2023

### Fourth Semester

### Software Development

### OBJECT ORIENTED PROGRAMMING AND C++

### (CBCS – 2019 onwards)

Time : 3 Hours                    Maximum : 75 Marks

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

Answer **all** the questions.

1.  Differentiate Procedure oriented and Object-oriented programming.

2.  Define identifiers and list out some valid and invalid identifiers.

3.  Mention the uses of destructors.

4.  List out the operators that cannot be overloaded.

5.  Define inheritance.

6.  What is pure virtual function?

7.  Write a C++ program to add two numbers using a function template.

8.  Differentiate istream and ostream.

9.  List out any four-string handling functions in C++.

10. What is a standard template library?

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

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

11. (a) Write a C++ program to check whether the given number is odd or even.

    Or

    (b) Illustrate the use of the inline function with a suitable example.

12. (a) Explain classes and objects concepts with suitable example.

    Or

    (b) List out the rules for operator overloading.

13. (a) Write a program for single inheritance.

    Or

    (b) Write a C++ program to demonstrate the concept of pointers.

14. (a) Explain the try catch mechanism.

    Or

    (b) Explain the concept of the class template with a suitable example.

15. (a) Briefly explain the components of the standard template library.

    Or

    (b) Differentiate strcmp and strncmp with suitable examples.

2

R8308

Answer any **three** questions.

16. Discuss the basic concepts of object-oriented programming.

17. Write a C++ program to calculate simple interest and compound interest using an overloaded constructor.

18. Develop a C++ program to prepare student mark list using Multilevel Inheritance.

19. Discuss exception handling fundamentals with examples.

20. Explain the steps involved in object-oriented system development.

————————————

　　　　　　**R8308**

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Software Development**

**COMPUTER NETWORKS AND ADMINISTRATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours                    Maximum : 75 Marks

**Part A**                    (10 × 2 = 20)

Answer **all** questions.

1.   Define network.

2.   List out the different classification of computer networks.

3.   What is the use of network layer of OSI reference model?

4.   Where is the TCP/IP protocol used in networks?

5.   What are the components of WLAN?

6.   Write any two advantages of LAN.

7.   List out various attacks existing in computer networks.

8.   Define cryptography.

9.   What is called network management station?

10.   Define authentication.

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

11. (a) Write brief note on evolution of computer networks.

Or

(b) Explain the structure of coaxial cable.

12. (a) Write the need for session layer in OSI reference model.

Or

(b) What is the use of having presentation layer in OSI?

13. (a) Write short notes on Ethernet.

Or

(b) Draw and explain the architecture of LAN.

14. (a) Explain any five security services.

Or

(b) Write an example for symmetric encryption.

15. (a) Explain configuration management.

Or

(b) Elaborate the feature of performance management.

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

Answer any **three** questions.

16. Write detailed notes on various protocols and standards.

17. Discuss the various layers of TCP/IP.

**R8309**

18. Explain the various things about circuit switched networks.

19. Elaborate the public key encryption with suitable example.

20. Explain the management information base.

_____

**R8309**

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Sixth Semester**

**Software Development**

**SOFTWARE ENGINEERING**

**(CBCS – 2019 onwards)**

Time : 3 Hours          Maximum : 75 Marks

**Part A**          (10 × 2 = 20)

Answer **all** questions.

1.    Write any one advantage of waterfall model.

2.    Define software engineering.

3.    List out the various metrics used in software engineering.

4.    Where do we need the COCOMO in software engineering?

5.    Define coupling.

6.    What are basics concepts of object-oriented design?

7.    What is the difference between debugging and testing?

8.    Define reliability.

9.    What do you mean by reverse engineering?

10.    Define the term maintenance in view of software.

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

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

11. (a) Explain the nature of spiral model.

Or

(b) Write short notes on software development life cycle.

12. (a) What are the responsibilities of a software project manager?

Or

(b) How can the lines of code be used for estimaion?

13. (a) Explain the state chart diagram with an example.

Or

(b) What are the characteristics of a good user interface?

14. (a) Explain the black box testing.

Or

(b) Write the processes of unit testing.

15. (a) List out the characteristics of CASE tools.

Or

(b) What are the characteristics of software maintenance?

2

R8310

Answer any **three** questions.

16.   Compare the iterative and prototyping models.

17.   Elaborate different facets of risk management.

18.   Explain various aspects of DFD with suitable examples.

19.   Discuss software quality and management system.

20.   Write detailed note on software reuse.

————————————

| R8311 | | Sub. Code |
|---|---|---|
| | | **9BV4G1** |

## B.Voc. DEGREE EXAMINATION, APRIL – 2023

### 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. State business etiquette.

2. Define active listening.

3. List out the types of dresses.

4. What is dress code?

5. What is behaviour?

6. Define work place etiquette.

7. How to use napkins?

8.    When to start eating?

9.    Define office party etiquette.

10.   State bus etiquette.

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

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

11.   (a)    Write the importance of effective business etiquette.

             Or

      (b)    Explain the effective uses of business cards.

12.   (a)    Give outline about formal dress code.

             Or

      (b)    Discuss about business suits.

13.   (a)    Explain about body language in detail.

             Or

      (b)    Write the seven guidelines of meeting etiquette.

14.   (a)    Discuss about basic guidelines of eating.

             Or

      (b)    Explain how to set the dining table.

15.   (a)    Give outline about paying bill and tipping.

             Or

      (b)    What are the rules to be followed for writing and forwarding e-mails?

2                                    R8311

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

Answer any **three** questions.

16. Give outline about hand shaking.

17. Illustrate about professional appearance.

18. Explain about formal and informal meeting etiquette.

19. Describe the basics of professional dining.

20. Explain the travel etiquette in detail.

———————————

**R8311**

| R8312 | Sub. Code |
|---|---|
| | 9BV6G2 |

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**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.   Define digital marketing strategy.

2.   How can you categorize the digital marketing?

3.   What is mean by Domain?

4.   What are the different aspects of digital marketing?

5.   Define E-mail marketing.

6.   What are the different types of Email Marketing Campaigns?

7.   Mention what is an effective PPC keyword should be like?

8.   What are the metrics used to measure the success of an e-mail campaign?

9.   What is affiliate marketing?

10.  Define mobile marketing.

**Part B** (5 × 5 = 25)

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

11. (a) Explain the technology behind the digital marketing.

Or

(b) Write notes on the most important digital marketing tools.

12. (a) Rule out the guidelines for building a website.

Or

(b) Why is digital marketing preferred over traditional marketing?

13. (a) How will you determine if a link is a bad link?

Or

(b) How will you measure the success of an e-mail campaign?

14. (a) Write notes on affiliate marketing ecosystem.

Or

(b) What is the need of E-mail marketing in this era of social media?

15. (a) List the advantages of mobile marketing.

Or

(b) How would you plan your mobile marketing strategy for a new product launch?

R8312

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. List out the seven keyways influencing the consumer behaviour.

17. Explain in detail about the own some tips to write an effective web content.

18. Describe about on e-mail marketing campaign.

19. Explain in detail about the guidelines when embarking on a company blog.

20. Discuss in detail about tracking and measuring human behaviour in collaborative consumption.

————————

3 $\boxed{\textbf{R8312}}$