R1324

Sub. Code
9BV6G2

B.Voc. DEGREE EXAMINATION, APRIL – 2024

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 the need for digital marketing?

2. Define PPC.

3. List the aspects of digital marketing.

4. What is SEO in digital marketing?

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

6. Define Micro-blogging.

7. What is online PR?

8. What is on-page and off page optimization?

9. What is E-mail marketing?

10. Define Holistic marketing.

Part B (5 × 5 = 25)

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

11. (a) Write notes on the foundation of digital marketing.

Or

(b) What are the key characteristics of digital consumer?

12. (a) What should be the approach for effective Pay Per Click campaigns?

Or

(b) Mention what are the characteristics of "bad links"?

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

Or

(b) Write down the rules of engagement.

14. (a) Explain "Brand Bidding".

Or

(b) Write short notes on Blogger's outreach.

15. (a) What are the different types of mobile marketing?

Or

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

Part C

$(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the following concepts in digital marketing.

    (a) SEO Marketing

    (b) Affiliate Marketing

    (c) Online Advertising

17. Explain the ways to design an effective website.

18. How will you measure the success of mobile marketing?

19. Discuss about recognizing opportunities for strategic partnership.

20. Describe about n tracking and measuring human behaviour in collaborative consumption.

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R1325	Sub. Code
	9BS6E1

B.Voc. DEGREE EXAMINATION, APRIL – 2024

Sixth Semester

Software Development

SOFTWARE ENGINEERING

(CBCS – 2019 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What is meant by software engineering?

2. Write any one demerit of waterfall modal.

3. What is the advantage of having LoC in estimation?

4. What does the project manager do in staffing?

5. Define cohesion.

6. What is the use of UML diagrams?

7. What is software quality?

8. Write any two differences between white box and black box testing.

9. What is meant by maintenance in software engineering?

10. What is the advantage of reuse?

Part B (5 × 5 = 25)

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

11. (a) List out various benefits of prototyping.

Or

(b) Describe the software engineering discipline.

12. (a) Explain any two of the empirical estimation techniques.

Or

(b) What are the things to be considered while developing SRS.

13. (a) Write an example for state chart diagram.

Or

(b) Elaborate the characteristics of a good user interface.

14. (a) Write the procedure of white box testing.

Or

(b) Explain the software reliability.

15. (a) What are different types of CASE tools?

Or

(b) Write short notes on reverse engineering.

Part C

$(3 \times 10 = 30)$

Answer any **three** questions.

16. Examine the various aspects of classical water fall model.

17. Write a detailed account on requirements gathering and analysis.

18. Explain the structured analysis and design with examples.

19. Elaborate the different feature of software documentation.

20. Discuss the estimation of maintenance cost with an example.

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