

Paper Code: 6192

Programme	Exam Code	Course Code
Bachelor of Computer Applications	107206	BCAL-6111 ✓
Bachelor of Science (Information Technology)	105706	BITL-6111 ✓

Semester-VI

Course Title: Computer Graphics

(60)

Time Allowed: 3 Hours

Max Marks: 60

Note: There are eight questions of equal marks (12 marks each). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Section A

1. Write real life applications of Computer Graphics.
(12)
2. What do you understand by Raster and Random scans technologies. Also differentiate between the two.
(12)

Section B

3. Scan convert the line by Simple DDA method whose end points are (8,5) and (13,12) and find the points to be plotted.
(12)

4. Write algorithm of Mid point ellipse drawing along with its derivation. (12)

Section C

5. Reflect a square A(1,1), B(3,1), C(3,3) and D(1,3) about horizontal line $y=3$, vertical line $x=3$ and line $y=x+1$. (12)
6. Write steps of Cohen Sutherland line clipping algorithm with suitable example. (12)

Section D

7. Explain Translation, Rotation and Scaling operations in 3D. (12)
8. Explain the following
- a) Types of parallel projection
 - b) View Confusion
 - c) Topological distortion (3*4 = 12)

Paper Code: 6193

Programme	Course Code	Exam Code
Bachelor of Computer Applications	BCAM-6115	107206
Bachelor of Science (Information Technology)	BITM-6115	105706

Semester: VI

Course Title: Data Mining Tool

Time Allowed: 3 Hours

Max Marks: 30

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 6 marks.

Section – A

1. Explain the features of Weka tool.
2. Explain the term Confusion Matrix, Precision and Recall in Machine Learning?

Section – B

3. Explain the term Machine Learning. Explain the term supervised, unsupervised and Reinforcement learning in detail.
4. Explore various options available in Weka for pre-processing data and discretize, Resample filter.

Section – C

5. Explain ID3 algorithm with examples using Weka.
6. Explain Naïve Bayes algorithm with examples using Weka.

Section – D

7. Explain K means clustering algorithm with examples using Weka
8. Explain clustering techniques available in Weka.

Exam Code: 105706

Paper Code: 6191

Programme: Bachelor of Science (Information Technology)

Semester - VI

Course Title: DIGITAL MARKETING

Course Code: BITL-6112

Time Allowed: 3 Hours

Max. Marks: 60

Note: Attempt Five Questions selecting at least one from each section. Fifth Question may be attempted from any Section. Each Question carries 12 Marks.

SECTION-A

Q1) Provide a detailed explanation of the 4 Ps of Marketing.

Q2) Elaborate on the decision-making process and its stages.

SECTION-B

Q3) Provide a detailed explanation of Search Engine Optimization.

Q4) Discuss PPC, SEM Strategy, SEM Auction models.

SECTION-C

Q5) Explain the differences between Social Media platforms for B2B and B2C.

Q6) Provide a detailed explanation of the factors that affect social media marketing.

SECTION- D

Q7) Elaborate on Mobile marketing, website planning and creation in detail.

Q8) Discuss e-mail marketing, content marketing, and online reputation management, including their pros and cons.