



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (December 2018)

**School:** School of Information Technology      **Program:** BCA (MACT)

**Course:** Web Technology VAS in Mobile      **Course Code:** CSC304

**Semester:** V      **Max Marks:** 30      **Duration (mins):** 60

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Note- 1. Figures to the right indicates full marks.

2. Attempt any three questions.

Q1)

- a) Write a short note on SMS and MMS. (5)
- b) Explain M-commerce. (5)

Q2)

- a) Define Value added services in Mobile. (2)
- b) Explain Enterprise VAS with suitable example. (8)

Q3)

- a) Define loops. (2)
- b) Define CSS. (2)
- c) Explain CMS Architecture with suitable example. (6)

Q4)

- a) Define Scripting? Explain it's type. (5)
- b) Describe Event handling with suitable example. (5)

Q5)

- a) Define Content-based Service? (2)
- b) Explain Mobile advertisements and Mobile TV. (8)