

Reg. No .....

Name .....

23U628

**B C A DEGREE END SEMESTER EXAMINATION : MARCH 2023**

**SEMESTER 6 : MOBILE APPLICATIONS AND CLOUD TECHNOLOGY**

**COURSE : 19U6CRBCA18 : WEB TECHNOLOGY AND VALUE ADDED SERVICES IN MOBILE**

*(For Regular - 2020 Admission and Supplementary : 2019/2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. What is a web banner?
2. What is VAS?
3. What is a content management system?
4. What is cataloging of video content workflow?
5. Write the syntaxes to create the date object.
6. Describe the syntax of concat() of array() object.
7. Which method joins two strings and returns a single string?
8. Which event occurs when you try to submit a form?
9. Describe the name property of the window object.
10. Which UI element enables you to search for the content in the same category?

**(1 x 10 = 10)**

**PART B**

**Answer any 8 (2 marks each)**

11. Write the important characteristics of mobile value added services?
12. What are the factors that attributed the growth of mobile VAS in India?
13. What are the SIM application tool kit layers for implementation?
14. What are the advantages of IVR system?
15. Describe about call waiting and call holding.
16. What is JavaScript closure concept?
17. Describe about match() string object method with its syntax.
18. Describe the properties of RegExp object.
19. Describe the alert() and blur() methods of the window object.
20. Describe the prompt() method of the window object.

**(2 x 8 = 16)**

**PART C**

**Answer any 5 (5 marks each)**

21. Describe briefly about the relationship between M-Commerce adopters.
22. Explain call waiting, call holding and voice mail box facilities in VAS.
23. Describe about CMS Billing.
24. Explain the concept of object in JavaScript.
25. Explain about the HTML DOM mouse events.
26. Describe about form handling in JavaScript.
27. Describe about media management in JavaScript.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (12 marks each)**

28. Describe about MVAS with examples. What are the important characteristics of mobile value added services?
29. Compare and differentiate between consumer, network, and enterprise mobile value added services.
30. Discuss flow control and loop statements in JavaScript.
31. Explain the relationship between a Document Object Model and HTML with sample code.  
**(12 x 2 = 24)**