



13MCA456

Fourth Semester MCA Degree Examination, June/July 2019
Mobile Applications

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Define mobile applications. Explain the benefits of a mobile application. (10 Marks)
b. Discuss the importance of mobile strategies in business world. And discuss myths associated with mobile application development. (10 Marks)
- 2 a. Discuss the design approaches for effectively using smaller devices screen real estate. (10 Marks)
b. Explain in detail about mobile web application with HTML5. (10 Marks)
- 3 a. Mention the important of user interface design in mobile application. Explain Gas Gestalt principles in understanding mobile application users. (10 Marks)
b. List any three major mobile platforms popular in the market and explain their interfaces tips and access to its resources. (10 Marks)
- 4 a. Explain the difference between adaptive mobile website and dedicated mobile website. (10 Marks)
b. Explain in detail how to design user interfaces using views. (10 Marks)
- 5 a. What do you mean by messaging? And explain how to send sms messages programmatically within your application. (10 Marks)
b. What is content provider in Android? List and explain different content providers. (10 Marks)
- 6 a. Explain how to build an Derby App in IOS. (10 Marks)
b. Explain three methods of getting location based data. (10 Marks)
- 7 a. Explain an anatomy of a window phone 7 App. (10 Marks)
b. Give the requirement to create native IOS application. (05 Marks)
c. Give the hardware, tools and installations required to setup window phone SDK. Developing software for windows phone. (05 Marks)
- 8 Write short notes on :
a. Difference between marketing and advertising
b. Q. R codes and Microsoft tag
c. Getting Locations Data
d. Web services. (20 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.