

**Subject Code: MC942/R09**

**M C A - IV Semester Regular/Supply Examinations, November - 2014**

**ADVANCED JAVA AND WEB TECHNOLOGIES**

**Time: 3 hours**

**Max Marks: 60**

**Answer any FIVE of the following**

**All questions carry equal marks.**

**\*\*\*\***

1. a) Explain how a basic table is created using HTML.  
b) Create a simple HTML page which demonstrates the use of the various types of lists. [6+6]
2. a) What is function? Explain how parameters are passed to functions in javascript.  
b) Write a script that inputs a line of text, tokenizes it with String method 'split' and displays the tokens in reverse order. [6+6]
3. a) Differentiate between AWT Controls & Swing Controls  
b) Create a Home page using Japplet. [6+6]
4. Write about the following: [4+4+4]  
(a) Bean methods  
(b) Bean properties  
(c) Bean events
5. a) Create a Servlet that displays the current date and time.  
b) Discuss the structure of HTTP request and HTTP response in Servlets. [6+6]
6. a) Discuss about the JSP application design with MVC architecture.  
b) Discuss in detail the Anatomy of a JSP page. [6+6]
7. a) List and explain the various Implicit Objects in JSP with examples.  
b) What is Session? Discuss how the Session management is supported by JSP? [6+6]
8. a) How does the JSP provide connectivity to databases? Explain in detail.  
b) Discuss different JDBC drivers with its architectures. [6+6]

**\*\*\*\***

**Subject Code: MB941/R09**

**M B A - IV Semester Regular/Supply Examinations, Nov - 2014**

**ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

**Time: 3 hours**

**Max Marks: 60**

**Answer any FIVE of the following**

**All questions carry equal marks. Q.No.8 is compulsory**

**\*\*\*\*\***

1. What are the essential qualities and pre-requisite of entrepreneurship? Discuss
2. Discuss briefly various assistance provided to 'Small-Scale Industries (SSIs),
3. What are the problems faced by women entrepreneurs in establishing and developing their enterprise?
4. Explain about E-business ventures and with their merits and limitations.
5. Discuss the various types of growth strategies adopted by business firms.
6. What should the managers undertake to influence the labour markets' perception in corporate investment decisions?
7. What are the contemporary issues that are mostly considered to be effective in international project communication?
8. **Case Study:**

When Farooq Abdullah looks back on his student days, he remembers demonstrations, riots and a night spent in jail. As a student activist, against Indian rule in his native Kashmir, Abdullah finally had enough of turmoil. Claiming political asylum, he came to US in 1970. A third of a century later Abdullah, now 53, is a prominent player in the US furniture business. In an industry with a five percent annual growth rate, Ethan Allen Inc revenues have gained 10 percent in each of the last two years, to \$ 800 million in fiscal 2011.

Back in Kashmir his family had a business in textiles and home furnishing-rugs, lamps. In the US. Abdullah started importing and selling handicrafts from Kashmir and elsewhere. Among his customers was Ethan Allen, which bought his business in 1980 and signed Abdullah on to help it build an accessories division.

Five years later he was installed by the board as president. The company badly needed fresh blood. Its line of early American-style home furnishings looked tried. Sales had been stuck for seven years at around \$ 300 million. Young couples furnishing their first homes- a key target for furniture outfits-wanted trendier stuff.

**Subject Code: MB941/R09**

In those days the company sold its wares through a network of about 400 dealer-owned stores that were encouraged to sell only Ethan Allen merchandise. But the company was neglecting the retailing end, more or less letting the dealers do as they pleased. In practice, many sold competing brands and neglected Ethan Allen.

Obviously, something was keeping customers away, Abdullah decided to find out why, he went to the source, visiting store after store, interacting with both customers and sales people. “Unless you’re in the trenches every day, you don’t understand what issues are coming up”, says the soft-spoken Abdullah, now chief executive.

He got quite an earful. It wasn’t just the style that turned people off it was the unappetizing way it was merchandized. Furniture was packed into dozens of small, dimly lit room, making it hard for customers to what it would look like in their homes. “Our old stores looked like museums” recalls Peggy McLinden, head of store planning. “Sometimes customers couldn’t find their way back to the front door”.

**Questions:**

- (a) .What would you do if you are in place of Mr. Farooq?
- (b) . Discuss the entrepreneurial qualities of Mr. Farooq?

\*\*\*\*