USN ☐☐☐☐☐☐☐☐☐☐   **13MCA456**

Fourth Semester MCA Degree Examination, June/July 2018
Mobile Applications

Time: 3 hrs.   Max. Marks:100

Note: *Answer any FIVE full questions.*

1   a. Explain the importance of cost of development of a mobile application.   **(05 Marks)**
    b. Differentiate between a mobile web app with Mobile App.   **(08 Marks)**
    c. Discuss Mobile user Browsing Behaviours.   **(07 Marks)**

2   a. Discuss the various formats of web services languages.   **(08 Marks)**
    b. Discuss the importance of effective use of screen real estate.   **(04 Marks)**
    c. Explain any two mobile platforms in detail.   **(08 Marks)**

3   a. Explain the key Gestalt Principles.   **(05 Marks)**
    b. Illustrate the key mobile information design patterns with examples.   **(10 Marks)**
    c. Explain Adaptive Mobile websites.   **(05 Marks)**

4   a. Discuss the tools needed for developing an Android application and briefly explain the structure of an android project.   **(10 Marks)**
    b. Explain any two basic layouts in android.   **(10 Marks)**

5   a. Explain the various views that can be used to design the user interface for an Android application.   **(10 Marks)**
    b. Discuss the different views of display images and menus.   **(10 Marks)**

6   a. Explain the different ways of saving data in Android Applications.   **(10 Marks)**
    b. Explain Briefly how to send SMS and e-mail messages from an application.   **(10 Marks)**

7   a. Using story Board formulate a sample mobile app.   **(10 Marks)**
    b. Explain basics of objective C.   **(10 Marks)**

8   Write short notes on (Any Four)
    a. Third Party Frameworks
    b. Spinner Views
    c. Content Providers in Android
    d. Reverse Geo coding
    c. Windows phone 7.   **(20 Marks)**

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