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BCS-091

**CERTIFICATE IN MOBILE
APPLICATION DEVELOPMENT
(CMAD)**

Term-End Examination

June, 2023

**BCS-091 : INTRODUCTION TO MOBILE
ARCHITECTURE**

Time : 3 Hours

Maximum Marks : 75

Note : *Question No. 1 is compulsory. Answer any
three questions from the rest.*

1. (a) Explain the process of user interface design
for Mobile Apps. 10
- (b) Explain various layers of iOS. 10
- (c) Explain various performance attributes of
a Mobile Display. 10

P. T. O.

2. (a) How can you monetize Android Apps under :
10
(i) Free distribution model with ads
(ii) Freemium distribution model ?
(b) What are Click Through Rate (CTR) and
Cost Per Thousand Impressions (CPM) ?
How are they calculated ? 5
3. (a) Explain any *five* testing strategies for
Mobile Apps. 10
(b) Explain any *five* security related practices
for securing a Mobile Platform. 5
4. (a) Write a short note on Siri. 10
(b) List any *five* background APIs in which
multitasking is supported in iOS. 5
5. (a) Explain any *five* types of Mobile Screens. 10
(b) Explain any *five* types of Microphones. 5