Social Media Analytics (0335)

1. How do you set up and configure social media analytics tools such as Google Analytics, Hootsuite, or Sprout Social for tracking social media performance?
2. Define and explain the importance of key social media metrics such as reach, engagement, impressions, and click-through rate (CTR).
3. Analyze the engagement data of a social media post. What insights can you draw about your audience's preferences and behaviors?
4. How do you use sentiment analysis to understand public opinion about your brand on social media?
5. How do you identify and analyze the top-performing content across different social media platforms?
6. How do you set benchmarks for social media performance and track progress over time?
7. What tools and techniques can you use for social listening to track mentions of your brand or industry keywords on social media?
8. Create an audience segmentation strategy for a social media campaign. What demographic, behavioral, and psychographic data will you use?
9. How do you use data visualization tools like Tableau or Power BI to present social media analytics data effectively?
10. How do you use A/B testing to optimize social media content and advertising strategies?

6BCA6 COMPUTER LAB-6

L	T	P	C	Theory	Internal	Practical	Total
Credits/Hours							Marks
-	-	+0/2	+0/2	0	20	80	100

PRACTICAL LIST ON TALLY

Practical Assignment -1
1. Create a Company as "Sagar Industries Ltd." in Tally with inventory management.
2. Pass the following Entries :-
(i) Sagar started "Sagar Industries Ltd." by bringing Capital Rs.3, 00,000/- Cash.
(ii) He deposited Rs.1, 00,000/- cash at ICICI bank.
(iii) He paid electricity bill for Rs.1, 200/- by cash.
(iv) He withdrawn Rs.10, 000/- cash for his personal use.
(v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate.
(a) Computer - 10 Nos. - @20000/- each
(vi) He sold the following item to Somnath Traders in cash with 4% Vat rate.
(a) Computer - 5 Nos. - @27500/- each
(vii) He received Rs.6, 000/- as commission from Rohit by cash.
(viii) He paid House Rent for Rs.5, 000/- by cash.
(ix) He withdrawn Rs.25, 000/- cash from ICICI Bank.
(x) He purchased furniture for Rs.25, 000/- by cash for office use.
3. Show the Trial Balance and Balance Sheet of "Sagar Industries Ltd."
4. Show the Vat Computation report of the above company.
5. Show the Cash Book & Bank Book of the company.
6. Show the Day Book.
Practical Assignment -2
1. Jyoti Printers over took all the printing Expenses is of Rs. 1500/-
2. Under packing Expense & from Hariom packing lmt. Rs. 5000/-
3. Kashav& brother's help in fueling of Rs. 300/-
4. Com. open in Bank of India, an account with Rs. 100,000./-
5. From Ram lal& son's 4000/- is to be taken of previous year.
6. Under Medical expenses we purchase Rs. 750/- Medical from Mahima Medical.
7. One NANO car of RS.1,25,000/- from TATA Moter's.
8. From M/s R.K. Investment's we purchase share's of SAMSUNG. of Rs.7500.
9. From Soni Brother's Gold @ 35,000/- is purchased.
10. From XYZ & son's Rs. 5000/- is due of previous year.
11. Payment is done to Hariom packing lmt. of Rs.3500/-.
12. Payment to Kulvinder& Son's is done of Rs.2700/-
13. Payment to TATA Moter's is done by D.D. Rs 1,25,000/- which is 1500/- bank
commission paid by us. 14. From Arjun Ltd. 7000/- is to be taken of previous year.
15. Payment to Soni Brother's has done by cheque of Rs. 35,000/-
16. From XYZ & son's we received Rs. 5000/-
17. Payment to Jyoti Printer's has been done by cheque.
18. Payment to Hariom packing lmt. we paid his whole amount by cheque

Practical Assignment -3 Payment &Receipts Voucher
1. Com. has opening cash Rs. 100000/-
2. Mr. Rajendra is the owner of the company his opening capital Rs. 2,00,000/-

3. Com. has to received from previous year. {1} VIKAS NAGAR - 75,000/- {2} HARISH KUMAR - 75,000/-
4. Com. paid for full charges Rs. 500/- in cash. 5. Com. purchase chairs in cash Rs. 2,000/.
5. Com. Received from Harish Kumar Rs. 25,000/- in cash.
6. Com. purchase packing material of Rs.5000/-
7. Paid to Vivek worker 25,000/- as a loan.
8. Com paid to Vivek worker Rs. 2,000/- in cash salary.
9. Com. Received from Vikas Nagar 35,000/- in cash.
10. Com. Purchase shares of Tata of Rs. 16,000/- in cash.
11. Com. paid Building Rent Rs. 35,000/- in cash.
12. Com. sales in cash Shares of Tata Rs. 26,000/- in cash.
13. Paid Mobile bill of Rs. 1250/- in cash.
14. Com. paid water bill Rs. 750/- & Electricity bill Rs. 4500/- in cash.
15. Com. Received from Vivek Worker Rs. 25,000/- in cash

Practical Assignment -4
(1) Mr. RAJENDRA KUMAR is owner of the company his Capital opening balance is Rs. - 25,24,125/-
(2). Company has taken Loan previous year, there opening Balance is (a). ICICI Bank - 5,67,124/- (b). HDFC Bank - 2,15,724/-
(3). Com. has to Pay of previous year - (a). Kelash Chand & Com. - 5,00,000/- (b). Sunjay Singh & Com. - 2,25,000/- (c). Singh & Com. - 2,25,000/-
(4). Company has Opening Stock:- ITEM NAME Qun. Rate Unit 1. Ashirwad Aata(5kg) 490 50/- Pkt. 2. Ashirwad Aata(10kg) 513 95/- Pkt. 3. Swastik Aata (5kg) 123 51/- Pkt. 4. Swastik Aata (10kg) 50 95/- Pkt.
5. Madhushree Tea(50gm) 500 7/- Pkt.
6. Madhushree Tea(100gm) 1000 13.50/- Pkt.
7. Madhushree Tea(250gm) 700 31/- Pkt. 8. Madhushree Tea(500gm) 425 60/- Pkt.
9. Madhushree Tea(1Kg) 200 95/- Pkt. 10.Tata Tea (100gm.) 1000 13/- Pkt
11. Tata Tea(500gm.) 1000 75/- Pkt.
12. Zotex(100ml.) 2000 110/- Nos.
13. Spicy Cool(100ml) 300 85/- Nos.
14. Zotex (200ml.) 500 195/- Nos.
15. Java (50ml.) 200 45/- Nos. 16. Java(100ml.) 300 60/- Nos.
17. Axe(100ml.) 500 125/- Nos. 18. Axe(200ml.) 200 210/- Nos.
19. Rexsona(100ml.) 1000 135/- Nos.
20. Rexsona (200ml.) 500 225/- Nos.
21. Lux Soap(75gm.) 2500 9.75/- Nos.
22. Lux Soap(100gm.) 1500 14.13/- Nos.
23. Lux Soap(125gm.) 1000 15.50/- Nos.
24. Breez (100gm.) 5000 6.00/- Nos.
25. Dove Soap(100gm.) 500 21/- Nos.
26. Dove Soap(200gm.) 500 40/- Nos.
27. Pears Soap(100gm.) 225 25/- Nos.
28. Ni,a Soap(100gm.) 200 6.50/- Nos.
29. Dabaur A wala(100ml.) 250 17/- Nos.
30. Dabaur A wala(200ml.) 250 31/- Nos.
31. Paracute Oil (100ml.) 500 15/- Nos.
32. Paracute Oil (200ml.) 600 25/- Nos.
33. Shanti Awala(100ml.) 500 15/- Nos.
34. Vatika Hair Oil (100ml.) 250 61/- Nos.
35. Sunsilk Shempoo(100ml.) 50 20/- Nos.
36. Sunsilk Shempoo(200ml.) 50 51/- Nos.

37. Clinic Plus(100ml.) 100 30/- Nos. ....Cont 15
38. Clinic All Clear(100ml.) 100 35/- Nos.
39. Clinic All Clear(200ml.) 100 60/- Nos.
40. Chik Shempoo(100ml.) 25 25/- Nos.
41. Chik Shempoo(50ml.) 500 13/- Nos.
42. Ayur Shempoo(50ml.) 500 15/- Nos.
43. Ayur Shempoo(100ml.) 500 28/- Nos.
44. Vatika Shempoo(100ml.) 200 40/- Nos.
45. Vatika Shempoo(200ml.) 100 70/- Nos.
46. Parle-G(100gm.) 5000 3.88/- Pkt.
47. Parle-G(250gm.) 2000 12/- Pkt.
48. Krack Jack (100gm.) 1000 5.00/- Pkt.
49. Krack Jack(250gm.) 500 12/- Pkt.
50. Fair & Lovely(50gm.) 250 22/- Pkt.
51. Ayur Cold Creem(50gm.) 200 30/- Pkt. (5). Com. has some fixed Assets, there Opening balance:-
    (i) Maruti Swift - 2, 13,232/-
    (ii) Lang & Building - 13, 52,232/-
    (iii) Furniture - 5,00,000/-

PRACTICAL LIST ON CLOUD COMPUTING

Suggested Practical for development of applications for following tasks/tools:
1. Any one Tool for IaaS
2. Any one Tool for PaaS
3. Any one Tool for SaaS
4. Any one Tool for Virtualization (VMware or Microsoft Hyper-V.)
5. Any one Tool for Cloud Service (Amazon Web Services or Microsoft Azure)

PRACTICAL LIST ON SOCIAL MEDIA MARKETING

1. Create and Promote Your Page on Facebook also add a Facebook Page Link to Your Important Contact Areas.
2. Create a Facebook Fan Page or a Group on Facebook for a hypothetical company.
3. Create a marketing plan driven by social media tools for a company of their choice. Within the plan, the student should decide what social media platform should be used, what content will be shared, and how much time should be allocated to each activity. Have students present their marketing plans to the class, including specific metrics they hope to achieve.
4. Each student should create a hypothetical business and design a landing page for the business's website. The landing page should have forms, graphics, and content that target a specific business objective. In a presentation, students should discuss how an individual would find this landing page, and why his or her landing page is optimized for conversion.
5. Email Marketing- Student Activity- Design Email Campaigns That Target Different Stages of the Sales Cycle.
6. Group Discussion - Website Ranking by Keyword in Google.

PROJECT WORK GUIDELINES

L	T	P	C	Theory	Internal	Practical	Total
Credits/Hours							Marks
0	2/2	4/8	6/10	80	20	0	100

Guidelines for BCA Project

The Bachelor of Computer Applications (BCA) programme is designed with the objective to prepare the students to take up positions in it industries as programmer, systems designers, software engineers, etc. The curricula are designed to provide students comprehensive knowledge covering the skills and core areas of computer science in theory and practical's. With the same objective six months major project is part of curricula in last semester of BCA. In the major project students are supposed to develop quality software solutions by applying theoretical and practical knowledge of various courses learnt.

Objectives

The objective of the project is to help the student develop the ability to apply theoretical and practical tools / techniques to solve real life problems related to industry, academic institutions and research laboratories. After completion of this project work, the student should be able to describe the Systems Development Life Cycle (SDLC) related to their project:

- Evaluate systems requirements.
- Evaluate a problem definition.
- Collect information to determine requirements.
- Perform and evaluate feasibility studies like cost-benefit analysis, technical feasibility, time feasibility and operational feasibility for the project.
- Work on data collection methods for fact finding.
- Construct and evaluate data flow diagrams.
- Construct and evaluate data dictionaries/ decision trees/ decision table.
- Create and evaluate graphical tools as systems flow charts, entity-relationship (er) diagrams and   state transition diagrams.
- Preparation of Software Requirement Specifications (SRS)and hardware specifications.
- Plan the systems design phase of the SDLC.
- Identification of Functional & Non-functional design requirements.
- Design and evaluate system outputs.
- Design and evaluate systems inputs.
- Design and evaluate validity checks for input data.
- Design and evaluate user interfaces.
- Perform coding for the project.
- Prepare documentation of project
- Perform various testing techniques/strategies.
- Be able to generate various reports in project.
- Able to deploy the project on machine/lab/real time environment
- Identification of the maintenance procedures.
- To decide the future scope and further enhancement of the system.
- Plan for appendices (if any) to be placed in support with the project report documentation.

Types of Project

The majority of the students are expected to work on real-life project preferably in some industry/ research and development laboratories / educational institution / software company. However, it is not mandatory for a student to work on a real-life project. The student can formulate a project problem with the help of her/his supervisor and if approved, the student commences working on it.

Project Synopsis Format

The project proposal should be prepared in consultation with supervisor. Approval of the project proposal is mandatory to continue and submit the project work. The project proposal should clearly state the project objectives and the environment of the proposed project to be undertaken.

The project proposal should contain complete details in the following form:

- Title of the project
- Name of the supervisor (external supervisor(company)from / internal supervisor (teacher of the BCA))
- Introduction and objectives of the project
- Analysis (DFDs, ER diagrams, class diagrams, time line etc. As per the project requirements).
- A complete structure which includes:
- Name of modules and their description
- Database / data structures description
- Process logic of each module(flow chart)
- Reports generation. (repot format)
- Tools / platform, hardware and software requirement specifications
- Organization/ company details with profile of supervisor (if project is carried out outside the department)

Project Work Guidelines

The project work should normally include software development.

Not more than two students are permitted to work on a project.

The project may be done in the university campus/concern study institute or in an approved sponsoring organization in view of the proposed topic.

A candidate is required to present the progress of the project work during the semester as per the schedule.

Project Report Preparation

Good quality white A4 size paper should be used for printing and duplication. Care should be taken to avoid smudging pages while duplicating the copies.

Page Size – A4 (21 cm x 29.7 cm) – Orientation – Portrait

Page Margins -Left Margin-3.0cm, Right Margin- 2.0 cm, Top Margin 2.54 cm, Bottom Margin 2.54 cm, Line Spacing – single, Font Name -Times New Roman/ Bookman Old Style

Font Size – 12 for normal text, 14 for headings, 16 for chapter heading,

Page Numbers - all text pages as well as program source code listing should be numbered at the bottom of the pages.

Software Used - MS-Word or Open Office or any other Open Source software.

The project report should contain the following:
1. Front page – Black color with golden or white text.
2. Certificate from the supervisor with her/his signature and date.
3. Certificate from company/industry in their letter head (if project is carried out outside the department)
4. Certificate of originality/ self-certificate
5. The project report documentation should include the following topics (as per the project requirements).
6. Acknowledgements
7. Table of contents / index with page numbering
8. Introduction / objectives of the project
9. System analysis
10. Feasibility study
11. Software and hardware requirement specifications
12. System design
13. Coding
14. Validation checks
15. Testing (testing techniques and testing strategies used along with the test data and the errors listed for each test case).
16. Reports, tables figures should be properly numbered/labeled
17. Screen shots of projects
18. Implementation and maintenance
19. Conclusion
20. Future scope and further enhancement of the project
21. Bibliography/ references
22. Appendices (if required)

A properly labeled and signed CD which contains the soft-copy of all the program's source code and executables, databases, reports, screenshots and documentation in MS Word & PDF format should be in a kept in a thick envelope and must be pasted inside of the back cover of the project report.

Two copies of the original project report in bound form are to be submitted. Each group is required to prepare individual copy of project report in CD and submit along with his/her project report in MS-Word as well as PDF. The same must contain the report, results, screenshots, errors, databases, source codes (wherever it is not feasible explicit approval from the supervisor must be obtained).

Project Evaluation

Internal evaluation is done on the basis of flowing
▪ Project analysis & planning
▪ Project design & development
▪ Project testing & validation
▪ Project documentation
▪ Project presentation & viva

To fulfill the above three presentation must be carried out phase wise in the whole semester for internal assessment of the project.

The standard formats of the title cover of the project reports and other standard certificates are given ahead. All students are advised to use these formats to present their reports.

A PROJECT REPORT ON

"..........TITLE OF THE PROJECT ...."

Submitted in partial fulfillment of the requirement
for the award of the degree
Bachelor of Computer Applications (BCA)

SESSION :20XX-20YY

Project Guided By:	Submitted By:
External Guide (if any) : **Internal Guide:** (BCA Faculty)	Name of Student Enrollment No. Roll No. Study Institute code No. Name of Students Enrollment No. Roll No. Study Institute code No.

Submitted to

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal
<Name of Study Institute>

PROJECT CERTIFICATE

This is to certify that the project report entitled _____ _____ _____ submitted to Makhanlal Chaturvedi National University of Journalism & Communication, in partial fulfillment of the requirement for the award of the degree of **Bachelor of Computer Applications**(BCA), is original work carried out by myself Mr / Ms_____ with enrolment no. _____ under the Supervision of Prof./Dr./Mr./Ms._____. The matter embodied in this project is genuine work done by myself and has not been submitted whether to this University or to any other University / Institute for the fulfillment of the requirement of any course of study.

Date:

Name & Signature of the Student

Contact Details (Email, Phone & Address)

Verified by the Supervisor

Name & Signature of the Supervisor/s

Date: ………………..

ACKNOWLEDGEMENT

This Major Project is the result of contribution of many mind. I would like to acknowledge and thank my project guide................................... (Faculty Name)for his/her valuable support and guidance. He/she guided me through the process from conception and till the completion of this project. I would also like to thanks my class teacher/institute director   ....and my all my faculties.................... I thank to lab staff members......................and other non-teaching members.

I am very thankful for the open-handed support extended by many people. While no list would be complete, it is my pleasure to acknowledge the assistance of my friends who provided encouragement, knowledge and constructive suggestions.

<div style="text-align: right">

Signature of Student
(Name of student)
(Roll No   ------------)
(Enrollment No --------)

</div>

SELF-CERTIFICATE

       This is to certify that the Major Project report entitled "---------------------------------------" is done by me, and it is authentic work carried out for the partial fulfillment of the requirements for the award of the degree of Bachelor of Computer Application(BCA) under the guidance of....................(Faculty name). The matter and software embodies in this project has not been submitted earlier for award of any degree or diploma to the best of my knowledge and believes.

Signature of Student

(Name of student)

(Roll No   ------------)

(Enrollment No --------)

CERTIFICATE FROM PROJECT GUIDE

       This is certify that this Major Project entitled "_____" submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Computer Application (BCA) in session (years 20__ to 20__) to the Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal, done by _____(student name) is an authentic work carried out by his/ them at "… ……………………………… "(study centre name /department name) (-----------Place) under my guidance. The matter and software embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

<div align="right">Signature of BCA Teacher</div>

(Project Guide)