

**Academic Year 2020-21**



Phone: 0816-2212629 | Fax: 0816-2212628 | Email: info@shrideviengineering.org | Web: http://www.shrideviengineering.org

Sri Shridevi Charitable Trust (R.)

**SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY**

(Recognised by Govt. of Karnataka, Affiliated to VTU, Belagavi and Approved by AICTE, New Delhi)

Sira Road, Tumakuru - 572 106. Karnataka.



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**DEPARTMENT OF CIVIL ENGINEERING**

Date: 31-03-2021

**CIRCULAR**

Department of Civil Engineering, SIET in association with CASD DESK, Tumkur is conducting software programmes related to Civil Engineering.

All students of Civil Engineering are hereby informed to attend as per the schedule below:

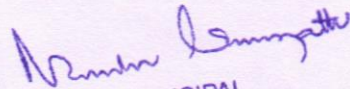
Sem	Software Name	Duration
IV	Google Sketchup	1 <sup>st</sup> April 2021 to 30 <sup>th</sup> April 2021
VI	Revit Architecture and Structure	1 <sup>st</sup> April 2021 to 30 <sup>th</sup> April 2021
VIII	SAFE	1 <sup>st</sup> April 2021 to 30 <sup>th</sup> April 2021

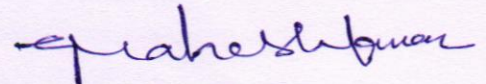
**Venue:**

IV SEM: CivilCAD LAB, Time: 4:30pm to 6:00pm

VI SEM: MechanicalCAD LAB, Time: 4:30pm to 6:00pm

IV SEM: CS LAB, Time: 4:30pm to 6:00pm

  
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Dr. G Mahesh Kumar  
(HOD)  
HOD  
Dept. of Civil Engineering  
SIET, TUMKUR - 6.



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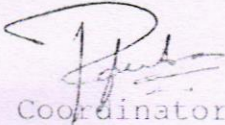
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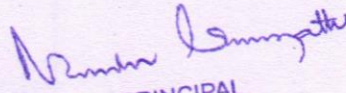
DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

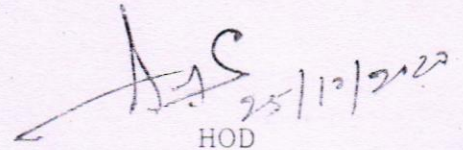
Date: 25/10/2020

## Circular

- It is hereby informed to all 5th semester students that the "INDUSTRIAL AUTOMATION" training course from "31st October 2020 to 22nd November 2020" will be conducted all students are informed to attend the training course without fail.

  
Coordinator

  
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Dept of E&C  
SIET, Tumkur-6

Ref: SIET/EC/2020-21/01

DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

**APPROVAL LETTER**

To,  
The Principal,  
SIET, Tumakuru

Respected Sir,

Sub: - Approval for Organizing Students Training Program on "INDUSTRIAL AUTOMATION"-Reg.

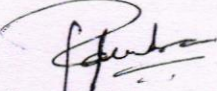
With reference to the subject cited above, I would like to bring to your kind notice that, the Department is planned to organize Student Training Program on "INDUSTRIAL AUTOMATION" from "31st October 2020 to 22nd November 2020" for 5th semester Electronics & communication engineering students.

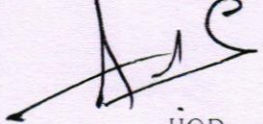
Kindly consider the above request and approve the same for further proceedings.

Thanking you

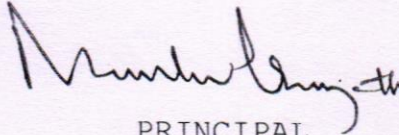
Date: 25/10/2020

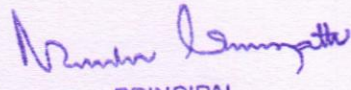
Place: SIET, Tumakuru.

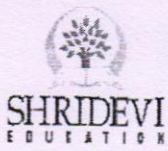
  
Coordinator

  
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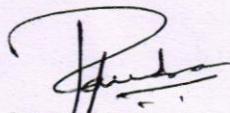


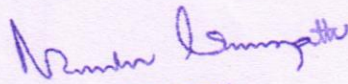
DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

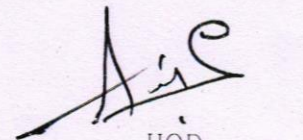
Date: 13/9/2020

Circular

It is hereby informed to all 5th semester students that the "NPL USING PYTHON"- training course from "21st September 2020 to 27th September 2020" will be conducted all students are informed to attend the training course without fail.

  
Coordinator

  
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Ref: SIET/EC/2020-21 /01

DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

APPROVAL LETTER

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The Principal,  
SIET, Tumakuru

Respected Sir,

Subject: - Approval for Organizing Students Training Program on "NPL USING PYTHON"-Reg.

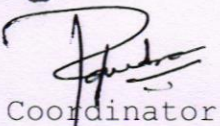
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Kindly consider the above request and approve the same for further proceedings.

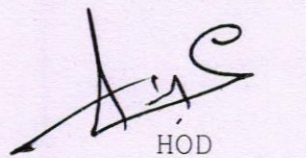
Thanking you

Date: 13/9/2020

Place: SIET, Tumakuru.

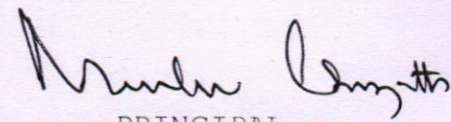


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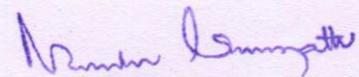


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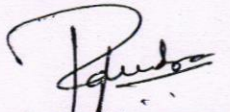
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DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

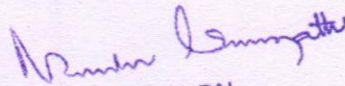
Date: 8/2/2021

Circular


It is hereby informed to all 6th semester students that the "UNIX/LINUX OS ESSENTIALS" training course from "15th Feb 2021 to 20th Feb 2021" will be conducted all students are informed to attend the training course without fail.



Coordinator



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Ref: SIET/EC/2020-21 /02

DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

**APPROVAL LETTER**

To,  
The Principal,  
SIET, Tumakuru

Respected Sir,

Sub: - Approval for Organizing Students Training Program on "UNIX/LINUX OS ESSENTIALS"-Reg.

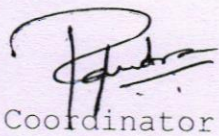
With reference to the subject cited above, I would like to bring to your kind notice that, the Department is planned to organize Student Training Program on "UNIX/LINUX OS ESSENTIALS"- from "15th Feb 2021 to 20th Feb 2021" for 6th semester Electronics & communication engineering students.

Kindly consider the above request and approve the same for further proceedings.

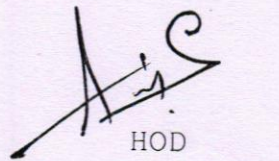
Thanking you

Date: 8/2/2021

Place: SIET, Tumakuru.

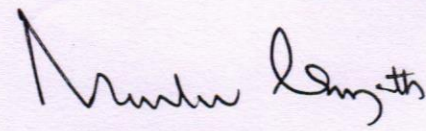


Coordinator

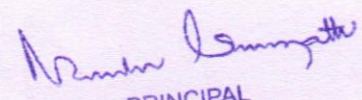


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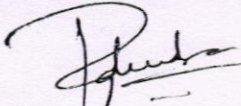
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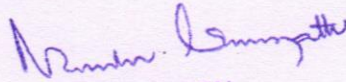
DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING


Date: 20/02/2021

Circular

It is hereby informed to all 6th semester students that the "ROBOTIC training course from "27th February 2021 to 18th April 2021" will conducted all students are informed to attend the training course witho fail.

  
Coordinator

  
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 20/02/2021  
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Ref: SIET/EC/2020-21/2

DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

APPROVAL LETTER

To,  
The Principal,  
SIET, Tumakuru

Respected Sir,

Sub: - Approval for Organizing Students Training Program on "ROBOTICS"-Reg.

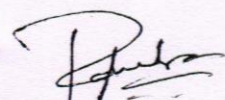
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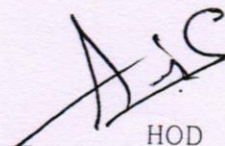
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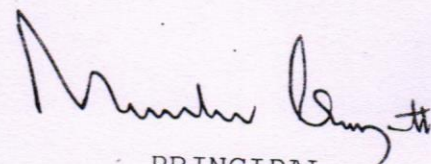
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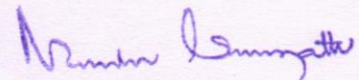
Place: SIET, Tumakuru.

  
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Date: 31-03-2021

**CIRCULAR**

Department of Computer Science and Engineering is organizing 4 weeks Certification course on "Digital Marketing"

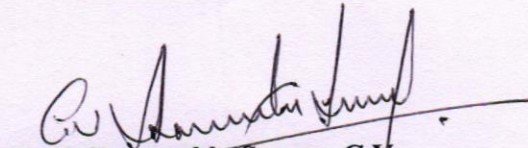
All course registered students of Computer science are hereby informed to attend the course as per the schedule below:

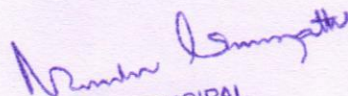
Course Name	Duration
Digital Marketing	1st May 2021 to 30th May 2021

**Venue:**

CSE Seminar Hall, Time: 5:00pm to 6:30pm

  
Staff Incharge

  
Prof. Shanmukha Swamy C V  
(HOD)  
H O D,  
COMPUTER SCIENCE & ENGG.,  
SIET, TUMAKURU-06.

  
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**DEPARTMENT OF ELECTRONICS AND COMMUNICATION**  
**MCQ on Linux Operating System**

- 1) The \_\_\_\_ command changes the password for the current user.
  - a) Pwd
  - b) Passwd
  - c) Password
  - d) None of the above
- 2) The \_\_\_\_ command is used to see the help for the commands.
  - a) Cat
  - b) Tac
  - c) File
  - d) Man
- 3) The default KDE file manager is
  - a) GNome
  - b) Konqueror
  - c) Louis
  - d) Nautilus
- 4) The directory that contains programs for use by the system and system administrator is
  - a) /sbin
  - b) /bin
  - c) /dev
  - d) /lib
- 5) The command to rename a file is
  - a) Mv
  - b) Rename
  - c) Rm
  - d) Cp
- 6) The command to search for the files that are bigger than 5MB in the current working directory is
  - a) Find size + 5000K
  - b) Find + 5000K
  - c) Find s + 500K
  - d) None of the above
- 7) The command used to give all permissions to users and read permission to others and group is

*N. Srinivasan*

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- a) Chmod 400 file
- b) Chmod 744 file
- c) Chmod 713 file
- d) Chmod 722 file

8) The shell/s available with the Linux is-

- a) BASH
- b) CSH
- c) KSH
- d) All of the above

9) The system variable PSI stores

- a) Shell name
- b) Our OS type
- c) Our home directory
- d) Our Prompt setting

10) The \_\_\_\_ option with echo command is used to enable interpretation of backslash escape

- a) -e
- b) -a
- c) -n
- d) -t

  
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**DEPARTMENT OF ELECTRONICS AND COMMUNICATION**

Robotics MCQ Questions  
**TEST-01**

- 1. A place where power, information, or a result leaves a system**
  1. chassis
  2. output
  3. sensor
  4. troubleshooting
- 2. Which of the following describes the a use of technology or machinery, specifically involving gases?**
  1. Pneumatics
  2. Hydraulics
  3. Actuation
  4. Carbonation
- 3. The position or alignment relative to points of the compass or other specific directions.**
  1. Loops
  2. Sensor
  3. Chassis
  4. Orientation
- 4. A mechanism having its motive power so concealed that it appears to move spontaneously**
  1. Automatic
  2. Clock Jack
  3. Robot
  4. Automata
- 5. The the branch of technology that deals with dimensions of microscopic proportion, is known as?**
  1. Nannytechnology
  2. Nanotechnology
  3. Microtechnology
  4. Micromachinery
- 6. Which of the following is not an advantage of Robots?**
  1. They can assist humans with disabilities
  2. They can replace jobs
  3. They can be used in dangerous environment
  4. They don't get tired or require a break
- 7. The Hummingbird \_\_\_\_\_ require extra power to be able to work.**

*Nandini Srinivasan*  
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1. Sensors
2. LEDs
3. Motors
4. Tri-Color LEDs

**8. The branch of technology that deals with the design, construction, operation, and application of robots \_\_\_\_\_ -**

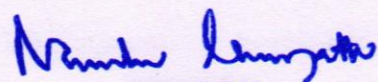
1. levers
2. robotics
3. creative power
4. Science CSF

**9. When working in a group for robotics, students should \_\_\_\_\_ -**

1. stay on task but don't work with other group members
2. Socialize with group members outside of your group and then work alone
3. Socialize with other group members and don't help your group
4. stay on task and work with other group members appropriately

**10. A rigid external covering for the body in some invertebrate animals but also robots.**

1. Exoskeleton
2. Armor
3. Endoskeleton
4. Hardware

  
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**Robotics MCQ Questions**  
**TEST-02**

**1. The 3rd law of robotics Spirit Isaac Asimov first announced the 3 laws of robotics in 1942.**

1. A robot may not injure a human being or, through inaction, allow a human being to come to harm
2. A robot can't go to school
3. A robot must obey orders given it by human beings except where such orders would conflict with the First law
4. A robot must protect its own existence as long as such protection does not conflict with the First or Second Law

**2. How many systems does a robot have?**

1. 2
2. 6
3. 4
4. 3

**3. Engines and joints belong to what system?**

1. Digestive system
2. Sensory system
3. Electric system
4. Mechanic system

**14. How many types of robots are there?**

1. 7
2. 10
3. 6
4. 8

**5. What are the components of the electric system?**

1. Electric joints and cables
2. Batteries and electric wiring
3. Engines and joints
4. thunder and lightning

**6. How many components does the control system have?**

1. 4
2. 1
3. 2
4. 5

*Nanda Lakshmi*  
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7. The processor belongs to the \_\_\_\_\_

1. Sensory system
2. Mechanic system
3. Electric system
4. Control system

8. One of these is NOT a type of robot \_\_\_\_\_

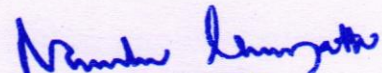
1. Medical
2. Industrial
3. Household
4. Apologetic

9. The small mobile robot base used in the Robot Educator. This robot is able to perform some but not all of the tasks in the Robotics Engineering activities \_\_\_\_\_

1. Light sensor
2. Lego Mindstorms Education Software
3. Robot
4. Robot Educator Model (REM)

10. A block is the basic unit of programming in the NXT programming Software. Blocks perform their operations in order along the Sequence Beam \_\_\_\_\_

1. Touch Sensor
2. Block (programming)
3. Ports
4. Behaviors

  
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**Robotics MCQ Questions**  
**TEST-03**

- 1. The primary source of physical motion in the Mindstorms NXT system.**
  1. Interactive Servo Motor
  2. Behaviors
  3. Light Sensor
  4. Touch Sensor
- 2. A machine that is able to interact with and respond to its environment. characterized by three central capabilities: the ability to Sense, the ability to Plan, and the ability to Act \_\_\_\_\_**
  1. Code
  2. Taskbot
  3. Robots
  4. Ports
- 3. The three characteristic capabilities that define a robot \_\_\_\_\_**
  1. Comment
  2. Sensor
  3. Sense-Plan-Act
  4. NXT Brick
- 4. When working in a group for robotics, students should \_\_\_\_\_**
  1. Socialize instead of work and then work alone
  2. Stay on task and don't work with your group
  3. Work alone and don't socialize with group members
  4. stay on task and work with group members appropriately
- 5. General term for any command or group of commands in a program. In the NXT Programming Software, this is one or more blocks \_\_\_\_\_**
  1. Comment
  2. Code
  3. Ports
  4. Robot



## Digital Marketing Questions and Answer PDF Download

1. \_\_\_\_\_ doesn't fall under the category of digital marketing.

- A. Billboard
- B. Radio
- C. TV
- D. All of the above

**Answer: All of the above**

2. How many types of pillars do we have in digital marketing?

- A. 1
- B. 2
- C. 3
- D. 4

**Answer: 2**

3. Which of the following is involved in the digital marketing process?

- A. Podcasting
- B. Voice Broadcasting
- C. RSA
- D. All of the above

**Answer: All of the above**

4. Which of the following is incorrect about digital marketing?

- A. Digital marketing cannot be done offline.
- B. Digital marketing can only be done offline
- C. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing
- D. Digital marketing requires electronic devices for promoting goods and services

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**Answer: Digital marketing cannot be done offline.**

**5. Which of the following is the correct depiction of Digital Marketing?**

- A. Social Media Marketing
- B. E-mail Marketing
- C. Web Marketing
- D. All of the above

**Answer: All of the above**

**6. Which of the following is the correct depiction of optimization strategy?**

- A. Orange Hat Techniques
- B. Blue Hat Techniques
- C. Grey Hat Techniques
- D. Shady Hat Techniques

**Answer: Grey Hat Techniques**

**7. The full form of FFA page is \_\_\_\_\_.**

- A. Free for All Search Engine
- B. Free for All Links
- C. Free for Alexa
- D. Free for Alternative Links

**Answer: Free for All Links**

**8. \_\_\_\_\_ is responsible for hamper the search rankings.**

- A. Utilizing the same colors of texts as that of your background pages.
- B. Connecting to your own website from any random website
- C. Integrating page templates into your page template
- D. None of the above

**Answer: Utilizing the same colors of texts as that of your background pages.**

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**9. Which of the following factors are responsible for leaving an impact on the Google Page Rank?**

- A. The text depicting inbound links to a page of a website.
- B. The subject matter of the site providing the inbound link to a page of a website.
- C. Total number of inbound links to a website's page.
- D. The number of outbound links on the page that contains the inbound link to a page of a website.

**Answer: Total number of inbound links to a website's page.**

**10. Which of the following is not specifically required by the search engines?**

- A. Keyword stuffing
- B. Poor user experience
- C. Buying links
- D. All of the above

**Answer: All of the above**

**11. Which of the following is the correct name for Facebook's ranking algorithm?**

- A. Edge Rank
- B. Face Rank
- C. Page Rank
- D. Like Rank

**Answer: Edge Rank**

**12. What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?**

- A. Direct Marketing
- B. Internet Marketing
- C. Electronic Marketing
- D. Interactive Marketing

**Answer: Electronic Marketing**

  
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**13. What is considered while creating a front page of the website or homepage?**

- A. Logos portraying the number of awards won by the web designer
- B. A brief elaboration about the company
- C. References of other websites
- D. None of the above

**Answer: None of the above**

**14. Which of the following doesn't define the correct roles and responsibilities of content marketing strategy?**

- A. A technique more focused on creating and distributing valuable as well as relevant content to its users/audiences.
- B. A marketing strategy approach.
- C. A strategy that tries to appeal and recall its target audience.

**D. Yet another name of social media marketing**

**Answer: Yet another name of social media marketing**

**15. Which of the following are essentially required to make a business case for content marketing?**

- A. Impacts and challenges
- B. Objectives and KPIs.
- C. Industry best practices.
- D. All of the above

**Answer: All of the above**

**16. Which of the following is the correct abbreviation CMS?**

- A. Content Management System
- B. Content Maintenance System
- C. Content Marketing System
- D. Content Maintenance Site

  
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**Answer: Content Management System**



17. Creative marketing can be defined as \_\_\_\_\_.

- A. The marketing content and its inventive aspect.
- B. A marketing department entailing several employees.
- C. The brand value of an organization.
- D. A set of schemes undertaken by the organization for distributing the marketing material

**Answer: The marketing content and its inventive aspect.**

18. In what ways can site traffic help in assessing the market value?

- A. There is no association between the site traffic and marketing
- B. Product sales from the company website can be attributed directly to the marketing campaign
- C. Overall site traffic can be followed, and a general idea of marketing's impact can be determined
- D. Ads can send receivers to a specific landing page, which can be tracked

**Answer: Ads can send receivers to a specific landing page, which can be tracked**

19. Micro-blogging can be defined as \_\_\_\_\_.

- A. Blogs posted by companies instead of an individual
- B. Mobile related blogs
- C. Blogs encompassing limited individual posts, which are typically limited by character count.
- D. None of the above

**Answer: Blogs encompassing limited individual posts, which are typically limited by character count.**

20. In mobile marketing, the full form of LBS is \_\_\_\_\_.

- A. List-based service
- B. Location-based service
- C. Lead-based service
- D. None of the above

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**Answer: Location-based service**

**21. In order to assess the maximum revenue generated by an Ad on the app, which of the following metrics is chosen by the developer?**

- A. eCPI
- B. eCOM
- C. eCPA
- D. None of the above

**Answer: eCPA**

**22. What will happen if white space is repeatedly used around the object?**

- A. It will create a border
- B. It will make it more appealing by augmenting the object
- C. It will reduce the readability
- D. All of the above

**Answer: It will make it more appealing by augmenting the object**

**23. \_\_\_\_\_ plays a vital role in persuading the open rates.**

- A. Marketing
- B. Personalization
- C. Word choice
- D. Industry

**Answer: Personalization**

**24. Which of the following is the most common delivery channel in terms of mobile marketing?**

- A. Voice call
- B. Search engine marketing
- C. Graphic
- D. Text

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**Answer: Text**

**25. Which of the following formulas is used by Pay-per-click?**

- A. Ads clicked (#) / Advertising cost (\$)
- B. Ads clicked (#) \* Advertising cost (\$)
- C. Advertising cost (\$) + Ads clicked (#)
- D. Advertising cost (\$) / Ads clicked (#)

**Answer: Advertising cost (\$) / Ads clicked (#)**

**26. Which of the following factors leads to a Successful PPC Advertisement?**

- A. Quality Score
- B. Improved Landing Page Quality
- C. Selecting Relevant Keywords
- D. All of the above

**Answer: All of the above**

**27. Which of the following options can help monetize a free app?**

- A. In-App Purchase
- B. Ad Revenue
- C. Both (a) and (b)
- D. None of the above

**Answer: Both (a) and (b)**

**28. Which of the following features corresponds to the role of the lead nurturing platform?**

- A. A/B Testing
- B. Campaigning
- C. Landing Page Creation
- D. All of the above

**Answer: All of the above**

  
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29. In the email campaign, \_\_\_\_\_ delivers the advertisements into the group of targeted customers.

- A. Spamming
- B. Spamming
- C. Direct email marketing
- D. Indirect email marketing

**Answer: Direct email marketing**

30. Which of the following metric is used for tracking the status of email marketing?

- A. Bounce Rate
- B. Open Rate
- C. Conversion Rate
- D. All of the above

**Answer: All of the above**

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