

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 75

Note : (i) *Question 1 is compulsory.*

(ii) *Attempt any three from rest.*

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1. (a) Explain the pros and cons of active and passive speakers. 10
 - (b) What is android ? Explain various components of android applications. 10
 - (c) Explain various key testing categories which are generally performed for mobile app testing ? 10

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2. (a) What is Mobile operating system ?
Explain its different layers. 10
- (b) Explain difference between general display and mobile display. Also explain any *four* additional requirements and attributes of a mobile display. 5
3. (a) Explain how the right mobile ad strategy can be made. 10
- (b) Explain any *five* types of mobile screen. 5
4. (a) Explain architecture of Android Mobile OS. 10
- (b) Explain content provider and broadcast receiver in android. 5
5. (a) Write short note on the monetization techniques for iOS apps. 10
- (b) Explain various authentication mechanisms for mobile apps. 5

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