

Note : 1. Attempt All Questions.

2. Draw Diagrams Wherever Necessary

Q.1 a) What is online Marketing ? What are the various online Marketing tools Available today? Explain in Details. (10)

b) What is Twitter? Explain its Relevance in Today's world. (5)

Q.2 a) What is CSS? Explain its various Types. (8)

b) Design an Email signup Form in HTML .show output. (5)

OR

c) Design a page in HTML to show all the types of list with an Output. (8)

d) Explain the graphical user interface of Adobe Dreamweaver with a neat Diagram. (7)

Q.3 a) Explain Following Concept. (8)

i) Search Engine

ii) Viral Marketing

b) What is SEO ? What SEO does?

Explain in Detail. (7)

OR

c) Explain Following Concept. (8)

i) Dynamic Website

ii) Affiliate Marketing

d) What is content Marketing ? Why content marketing is important in today's World? (7)

Q. 4 a) What is Adobe Premiere pro? Explain its uses & Explain the Graphical user Interface of premiere pro with a neat diagram. (15)

OR

b) How can blogging be used as an Effective medium for prompting a brand online? Explain with reference to a case. (15)

Q.5 Write Short Notes (Any Three)

(15)

- a) Adobe Flash
- b) HTML
- c) Order list & unordered list
- d) Animation
- e) Visual Effects.

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