

SCD 14/09/15

ADVANCED COMPUTER-SYBMM(ENG)SEM III-75-2 1/2 hrs 125

All Questions are Compulsory.

Figures mentioned on Right Indicates full marks.

Q1. Write a program for Student's Admission Form having link between 2 pages in HTML with using Form tag. Also draw output of both pages. 15 marks

Q2. Explain the Tools of Online Marketing in detail. 15 marks

OR

Q2. A. What is Animation? Explain Animation Production Process. 7 marks

B. What is Email Marketing? Explain steps to Email marketing in detail 8 marks

Q3. Explain various 3D Animation Software's in detail. 15 marks

OR

Q3. A. Explain Client-side programming & Sever-side programming in detail. 7 marks

B. What is Java Script? What are Advantages of Java Script? Write a simple Java Script program & explain it step-by-step. 8 marks

Q4. What is PPC? Explain PPC strategy in detail. 15 marks

OR

Q4. A. Write a program for the Menu of AASWAD Hotel in HTML with using both List tags. Also draw output. (Minimum 10 items in menu list require) 7 marks

B. Explain Viral Marketing in detail. 8 marks

Q5. Write short notes on:- (any 3) 15 marks

1. Online Marketing and its benefits
2. Blogging
3. SEM
4. Web Banners
5. Any 10 tags of HTML with explanation