

18.2.17

All Questions are Compulsory.

Figures mentioned on Right Indicates full marks.

Q 1. Write a program for a Matrimonial webpage having link between 2 pages in HTML using Form tag. Also draw output of both pages.

First page- Personal information (about yourself)

Second page – Expectations 15 marks

Q2. What is Animation? Explain Animation Production Process. Write brief note on various 3D Animation software's. 15 marks

OR

Q2. A. .What is online marketing? Explain their payment models in detail. 8 marks

B. What is E-mail marketing? Explain their stages in detail. 7 marks

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

OR

Q3. A. Explain Client side programming & server side programming in detail. 8marks

B. Explain various stages of creating a successful blogging. 7 marks

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

OR

Q4. A. What is HTML? Explain List tag in detail. 8 marks

B. Explain audio editing in Adobe. 7 marks

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

1. Web banner & their types
2. Viral marketing
3. Characteristics of java script
4. SEM
5. Affiliate marketing