

(L)

PQ10AGH

3481111(E)
Advanced Computer
8/10/16

Time: 2 ½ Hours

Total Marks: 75

NB: I) Question 1 is compulsory question.

II) Draw suitable Diagram wherever required.

Q 1. Define the term On-line Marketing. State importance of On-line Marketing. Give some examples (15)

Q 2 (a) Write with example any 6 HTML Tags. (8)

(b) Describe Blog in Detail with example (7)

OR

Q 2 (a) What is Search Engine Optimization? Give suitable Example. (8)

(b) Advantages of using Internet in mass media industry (7)

Q 3 (a) Write an HTML Program to display Image and Heading Levels. (8)

(b) What is Social Media Marketing? Give some examples. (7)

OR

Q 3 (a) Write an a note on GIF animator software (8)

(b) Difference between 2D Animation and 3D Animation (7)

Q 4 (a) What is the Use of HTML in Mass Media explain with suitable Examples (8)

(b) Write about Adobe flash? Discuss uses of Adobe Flash. (7)

OR

Q 4 (a) What do you mean by audio editing Describe with the help of any one audio editing software? (8)

(b) Write a note on Digital India (7)

Q 5 Short Notes: (any three) (15)

- a) Web Banner.
- b) E mail Marketing.
- c) On-line shopping.
- d) Audio Editing.
- e) Dreamweaver.