SYBmm Em-III
Oct-18

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Attempt all questions.
        2. Draw diagrams where necessary.

Q.1 Answer the following.
    a) What is Social Media Marketing? How do companies use Facebook to reach its audience   (15)
       cite with relevant case study.   10
    b) What is Twitter? Explain its relevance in today's world.   5

Q.2 Answer the following.
    a) What is HTML? Explain various steps involved in creating HTML file.   (15)
    b) What is Timeline in Adobe Flash? Explain various keys used in Timeline.   8
                                      7

OR

    c) Design a page in HTML to show all the types of lists with output.   8
    d) Explain Inline, Internal and External style sheets.   7

Q.3 Answer the following.
    a) Explain Tags:- i) I Frame Tag   (15)
               ii) Body Tag   8
    b) What is Dream Weaver? What are its advantages over Traditional designing of Web   7
       pages?

OR

    c) Explain: i) Line break tag
                ii)   8
    d) Using div. tags design a page in HTML consisting of header, menu, content and footer.   7

Q.4 What is Search Engine Optimization? How do Web Sites use Google Search to advertise
    themselves?   (15)

OR

With the help of recent hollywood web movie explain various visual and audio effects being   (15)
applied in the movie.

Q.5 Write short notes on (Any 3)   (15)
    a) PPC (Pay Per Click)   5
    b) Symbols in flash   5
    c) Frames per second   5
    d) Surround sound   5
    e) Blue Screen effect   5

****

7070D8E3A90CB751FF4E99E2C5102693