Time: 2 ½ Hours

Total Marks: 75

NB: I) Question 1 is compulsory question.

Q 1. Define the term Online Marketing. State importance of Online Marketing. Give some examples.

(15)

Q 2(a) Write an HTML Program to display Ordered List And unordered List

(8)

  (b) Describe tools used in Online Marketing

(7)

OR

Q 2(a) What is HTML? Describe any five tags used in HTML.

(8)

  (b) What is Adobe flash? Discuss uses of Adobe Flash.

(7)

Q 3(a) Advantages of Internet in mass media?

(8)

  (b) What is Blog? Describe the steps to create Blog?

(7)

OR

Q 3(a) What is Social Media Marketing? Give some examples.

(8)

  (b) Write an HTML Program to display image and Heading Levels.

(7)

Q4 (a) What is Animation. Describe some Animation Software used in Production Process

(8)

Q4 (b) Difference between 2D Animation and 3D Animation.

(7)

OR

Q4 (a) What is Search Engine Optimization? Give suitable Example.

(8)

Q4 (b) Explain Blog with Suitable Example.

(7)

Q5 Short Notes: (any three)

(15)

  a) Pay Per click.
  b) E mail Marketing.
  c) Online shopping.
  d) Web Banners
  e) Features of HTML -5.