310 A

B.Sc. III Year Main Examination 2020

COMPUTER APPLICATION

Section A (Paper - I)

Web Designing

.   M.M.: 40

Note : Attempt all questions.

SUB SECTION '1'

(Objective Type Question)

$1 \times 5 = 5$

Q.1   Attempt all objective type questions -

(i)   The < HEAD > element is a container for -

(a) Links   (b) Webpages

(c) Metadata   (d) Pictures

(ii) CSS in an acronym for -

(a) Cas Cading style sheet

(b) Costume style sheet

(c) Cas Cading system sheet

(d) None of the above

(iii) What should be the first tag in any HTML document ?

    (a) < head >   (b) < title >

    (c) < html >   (d) < document >

(iv) Marquee in a tag in HTML to -

    (a) Mark the list of item to maintain in queue

    (b) Mark the text so that it in hidden in browser

    (c) Display text with scrolling effect

    (d) None of the above

(v) What in a search engine ?

    (a) A program that searches engines

    (b) A website that searches anything

    (c) A hardware component

    (d) A machinery engine that search data

SUB SECTION '2'

(Short Answer Type Questions)

Q.2   What do you mean by web page ? Explain briefly.   02

Or

What do you understand the term URL ?

Q.3　Explain different headings in HTML.　　　　02

Or

How you can align text using HTML tag ?

Q.4　Explain net beans in briefly.　　　　02

Or

What is CSS ? Explain ?

Q.5　Explain the term hyperlink.　　　　02

Or

What is Dream Viewer ? Explain briefly.

Q.6　Write any five government sites with its URL.　　　　02

Or

What do you mean by Navigation ? Explain.

SUB SECTION '3'

(Long Answer Type Questions)

Q.7 What do you mean by website ? Explain different types of sites with URL.   05

Or

Differentiate between absolute and relatives addresses.

Q.8 Explain different tags to create list in HTML.   05

Or

Differentiate between static and dynamic websites.

Q.9 How you can insert image in web page ? Explain different image format for the web.   05

Or

Explain different types of sound files.

Q.10 Write a step-by-step process to create cascading style sheet. 05

Or

What do you understand by animation effect ? Also write tag to add animation effect in web page.

Q.11 What is Domain name ? Write a process for web hosting.   05

Or

Difference between Blogs and Twitter.

✳ ✳ ✳ ✳ ✳

310 B

B.Sc. III Year Main Examination, April 2020

COMPUTER APPLICATION

Section A - Paper : II (CA-302)

Digital Marketing

.   M.M.: 40

Note : Attempt all questions.

SUB SECTION '1'

Q. 1   Attempt all objective type questions -   05

(1)   Which of the following is not a type of digital marketing activity

(a) E-mail marketing   (b) Social web marketing

(c) Print advertizing   (d) Viral marketing

(2)   An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called.

(a) Search Engine Optimization (SEO)

(b) Contextual Advertising

(c) Digital Assest Optimization (DAO)

(d) Pay per click (PPC)

(3) This attempts to improve ranking for relevant keywords in search results by improving Website's structure and content.

(a) SEM   (b) SEO

(c) SST   (d) SFA

(4) What is ponda

(a) algo update of google on quality of links

(b) algo update of google on quality of content

(c) a & b

(d) none of these

(5) Google Analytics can help

(a) To know the search ranking of your website

(b) To know how much you are spending as your site

(c) To know visitors behavior on your site

(d) To know where people go to from your site

SUB SECTION '2'

(Short Answer Questions)

Q.2   What do you understand by digital marketing ?   02

Or

What is marketing process ?

Q.3   What is the need of internet ?   02

Or

Define web.

Q.4   How to reduce bounce rate.   02

Or

What is monitoring traffic sources ?

Q.5   What do you understand by social media ?   02

Or

Give the five names of social media marketing ?

Q.6   Define SEO.   02

Or

How to create display campaigns.

SUB SECTION '3'

(Long Answer Type Questions)

Q.7   Explain the types of visibility with examples ?   05

Or

What is Retention ? Describe the types of retention ?

Q.8   Explain the difference between Internet and Web.   05

Or

Explain the different types of web servers.

Q. 9   How to setup the analytics account ? Explain.   05

Or

Difference between bounce rate and exit rate ?

Q. 10   Give the importance of facebook, twitter and linkedin marketing ?   05

Or

Explain Google plus marketing with examples.

Q. 11   Explain the Google Adwords. What are the Adwords algorithm?   05

Or

Discuss the optimization search compaigns.

✳ ✳ ✳ ✳ ✳