

**S.Y.BMM  
SEMESTER III**

**INTRODUCTION TO ADVANCED COMPUTERS**

TIME: 2½ HOURS

MARKS: 75

N.B.: (1) **All** questions are **compulsory**.

(2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.

(3) Answers to the **same question** must be **written together**.

(4) Numbers to the **right** indicate **marks**.

(5) Draw **neat labelled diagrams** wherever **necessary**.

(6) Use of **Non-programmable** calculators are **allowed**.

**Q.1.**

- (a) Differentiate between online marketing and conventional marketing 10
- (b) Write a note on Social Media Marketing. 5

**Q.2.**

- (a) Differentiate bitmap image and vector images. 8
- (b) Write a note on blogging. 7

**OR**

- (c) Write a note on html. Differentiate HTML and HTML5. 8
- (d) Write a note on CSS3. 7

**Q.3.**

- (a) Create a simple html form for student registration with a submit button. 8
- (b) What are dynamic websites? How are they different from the static websites? 7

**OR**

- (c) Explain what all one needs to take care while building a successful website? 8
- (d) Write a note on a web server. How website work when any user types the URL? 7

**Q.4.**

- (a) Mention different audio effects which can be used in audio editing. 15

**OR**

- (b) Explain the user interface of Adobe Premier software. 15

**Q.5. Answer Any Three:**

**15**

- (a) What is social media marketing? How do companies use Facebook to reach it's Audience?
- (b) What are the various ways in which an online marketing campaign can be carried out?
- (c) What are the various online marketing tools available today? Explain in detail.
- (d) What is a timeline in Adobe Flash? Explain the various keys involved in the timeline.
- (e) what are layers, masks and symbols in adobe flash? Explain in detail.