

S.Y.B.M.M sem III Reg & A.T.K.T. Exam Oct-2019  
09/10/19.

S.Y.B.M.M  
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) What is online marketing? 10  
(b) Explain how google works? 5

**Q.2.**

- (a) How to create frame by frame animation in adobe flash. 8  
(b) Differentiate PPC and affiliate marketing. 7

**OR**

- (c) Write an HTML code to show inline CSS example. 8  
(d) Write an HTML code to show an example of an alert using JavaScript. 7

**Q.3.**

- (a) Write a note on Dreamweaver CS6. 8  
(b) How to add multimedia objects in an html. 7

**OR**

- (c) What are the features of a good website? 8  
(d) What is the split window concept in Dreamweaver CS6? 7

**Q.4.**

- (a) What are different common tools used in video editing? 15

**OR**

- (b) Write a note on Adobe Premiere. 15

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

15

- (a) Write a note on animation software.  
(b) Write a note on 3D studio max software.  
(c) Mention the names of the software which are used in few Hollywood movies such as "Avatar, 2012, Avengers, Spiderman".  
(d) Explain the animation production process. What according to you should be required during the animation process?  
(e) What is search engine optimization?