

RAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : III
COURSE : BSYBMM	SUBJECT : Cultural Studies
Duration : 2:30 Hrs	Marks : 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Explain the Concepts: (Any five)

(15)

- Subjectivity & Identity
- Texts & Readers
- Indian Values
- Popular Culture
- Construction of Culture
- Kinetics & Haptics
- Culture
- Articulation

Q1. A. What are the traps of Media? How it distorts the Culture of the Society and causes damage, explain in details. (15)

OR

Q2. B. How the word of Commerce is changing due to Cultural Mixing? (07)

Q2. C. How Personal Entertainment has changed the Culture in Metro Cities? (08)

Q3. A. Write an elaborate detail about Modern India? How Culture has changed in last 10 years? (15)

OR

Q3. B. Write about the various theories of Culture in Details, with the names of the Philosophers. (15)

Q4. A. Write about Construction of Culture. Also write about Socialization and Mass Media. (15)

OR

Q4. B. What is Ethnicity and Stereotyping? What is Kinship? Explain with examples. (15)

Q5. Answer in Short (3 out of 5)

(15)

- A. Diffusion
- B. Arts & Architecture
- C. Transculture
- D. Languages & Signs in Culture in Mumbai
- E. Social Interaction

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : III
CLASS SYBMM	SUBJECT: ADVANCED COMPUTER
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q1.A.What is E-mail Marketing? Explain in detail. Why is it important? (10)

B.What is Texturing? Explain with the help of Example. (5)

Q2 A. Explain Inline, Internal, External style sheet with the help of example. (8)

B. What is Frame Animation? How to create frame explain with the help of example. (7)

OR

A. What is Form tag in HTML? Explain with the help of example. (8)

B. What is 3D? Explain in detail. (7)

Q3 A. What is various tags used for formatting in HTML (8)

B. What is modelling and lightning in flash. Explain with example. (7)

OR

Q3. C. Explain HTML table and various attributes of table tag with small example. (8)

D. How to create a polygon cylinder? Explain with the example (7)

Q4. A. Which type of audios and videos we can enter into a WebPages and how? (8)

B. What is various tags used for formatting in HTML? (7)

OR

C. What are Adobe Premier Tools? Explain various tools with the help of example. (15)

Q5. Short notes (Any 3) (15)

1. Hyperlink
2. PPC
3. Social media Marketing
4. Web banners
5. SEO

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: INTRODUCTION TO CREATIVE WRITING
Time: 2:30 Hrs	Marks: 75

15

Q.1. Using the following points/words create a fictional story:

1. Name
2. Age
3. Gender
4. Education
5. Family ties
6. Marriage
7. Childhood ties
8. Religious beliefs
9. Ambition
10. Hobbies
11. Compassion
12. Reaction in stressful situations
13. Allergies
14. Parents support
15. Music choices

Q2) (a) How does choosing a nice theme in a magazine content help to improvise?

15

OR

(b) What are the steps for writing a Narrative Arc?

8

(c) Provide tips for improvising content in script writing.

7

Q.3 (A) Prepare a script for social awareness ad.

8

(B) Prepare a manuscript for a publishing house which they are preferable.

7

OR

(C) Write a four line poem on "Animals" syllable structure 5-7, 5-7.

8

(D) Discuss 'plot' as an element of writing

7

Q.4. (A) Write a radio script on "Smoking Kills"

8

(B) Analyze the following poem for its Tone, Title, Symbolism and Imagery.

7

November Guest by Robert Frost
My Sorrow, when she's here with me,

Thinks these dark days of autumn rain

Are beautiful as days can be;
She loves the bare, the withered tree;
She walked the sodden pasture lane.

OR

Q.4. (C) Discuss the importance of proof reading

7

(D) Discuss the following with reference to one film and one novel/play for each

8

Man doesn't choose education

Education doesn't reach Man

15

Q.5. Write short notes (Any 3):

a. Black Comedy

b. Melodrama

c. Tragedy

d. Musical

e. Tragicomedy

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : III
CLASS SYBMM	SUBJECT: UNDERSTANDING CINEMA
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q1. Explain technological development of cinema from silent era to contemporary time. (15)

Q2. Describe the process of film production from pre to post. (15)

OR

- A. What is the role of the digital technology in present cinema? (8)
- B. Describe melodrama and musical with examples (7)

Q3. What are the ingredients of masala films? Elaborate with the example of each ingredient. (15)

OR

- A. Discuss the French New Wave movement & its characteristics (8)
- B. Does proper distribution help in success of a film (7)

Q4. Explain with examples the difference between documentary, short film & feature film? (15)

OR

- A. Explain Axis, Laxman Rekha in relation to continuity with examples/ (8)
- B. Write the contribution of Marathi films to Indian Cinema (7)

Q5. SHORT NOTES on (Any Three) (15)

1. Subjective camera
2. Objective Camera
3. Nouvelle Vague
4. Trolley Shot
5. Director

11/3/20 Wed

16

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: Introduction to Media Studies
Time: 2:30 Hrs	Marks: 75

- Q.1 (B) 1. All Questions are compulsory.
2. Figures to the right indicate marks.
3. Support answers with example wherever necessary. (10)

- Q.2 (A) Discuss the relevance of Media Studies in the context of:
(i) Discuss media in context to Globalization
OR
(ii) Magazine Journalism and benefits of magazine advertisement (5)

- Q.3 (B) Explain any one of the following:
(i) McLuhan's theory of medium is the message.
OR
(ii) Agenda Setting Theory (8)

- Q.4 Explain:
New Media Theory with respect to:
(i) Social Media
OR
(ii) OTT Platforms like Eros Now and Voot (7)

- Q.5 The changes in Advertising in Magazines and how it has created an impact on:
(i) Consumption of Advertising Art by Youth
OR
(ii) Media Consumerism (8)

- Q.6 Discuss:
(i) Foucault's theory of Power & Authority
OR
(ii) Propaganda Model (7)

- Q.7 Trends in Media with respect to:
(i) Outdoor
OR
(ii) Social Messaging Apps (8)

- Q.8 Explain:
(i) Uses & Gratification Theory with suitable examples
OR
(ii) Religion & Media (7)

- Q.9 (i) Marshall McLuhan's Theory in the current times
OR
(ii) Technology & Media (8)

(15)

Write short notes on: (any three)

- (i) Language & Media
- (ii) Cognitive Theory
- (iii) Medium is message
- (iv) Types of Agenda setting
- (v) Media & Diaspora

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: Introduction to Public Relations
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Support answers with examples wherever necessary.
4. Public Relation is abbreviated as PR in the paper.

Q.1. What are the factors to be considered for organizing successful press conference. Give details. (15)

OR

Q.1. Define Public Relations? Explain the role of Public relations in contemporary times with suitable PR examples. (15)

Q.2. a) Distinguish between Advertising and PR. (7)

b) 'PR activities aim to earn public understanding and acceptance to gain public support'. Explain the statement with the functions of PR. (8)

OR

c) What is PR Campaign? Design a Social Media Campaign for Flipkart Big Billion Day its 5 days online sales. (8)

d) Write a note on the Non-media tools of PR. (7)

Q.3. a) What are the various media tools used by a PR Professional? Describe the skills required to be an effective PR professional. (15)

OR

b) Write a press release for Amazon. in announcing its great Indian festival its 5 days online sales. (8)

c) How does one plan a PR strategy? Explain with the example. (7)

Q.4.a) What is New Age Media? Illustrate the importance of new age media in the context of PR with a support of PR campaign? (15)

OR

b) Explain the objectives of Public Relations. (7)

c) Discuss the need for social responsibility of organizations towards different interest groups. (8)

Q.5. Write Short Notes on any **three**: (15)

- a. Investor Relations and PR
- b. Opinion Leaders in PR communication
- c. Dark PR
- d. PR and Branding
- e. Media Pitch

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ADDITIONAL EXAMINATION, DECEMBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS FYBAMMC	SUBJECT: FOUNDATION COURSE -I
Time: 2:30 Hrs	Marks: 75

Instructions:

- All questions are compulsory
- Question no. 1 to question no. 5 carry 15 mark each

1 Explain the following concepts. (Any five) 15 Marks

- Caste System
- Types of Social Stratification
- Causes of Violence against women
- Communalism in India
- Preamble
- Culture
- Class System
- Exploitation of Children

Q.2.A) Explain the various Religions of India. 15 Marks

B) Explain the characteristics of people living in urban areas.

OR

C) Explain the features of Caste system.

D) What are the various factors responsible for declining women's sex ratio? 15 marks

Q.3.A) What are the various causes and treatments of Visual impairment.

B) Explain the various causes of Communalism in India.

OR

C) What is Linguism? Explain the consequences of Linguism.

D) Explain the various significance of Fundamental Duties. 15 Marks

Q.4.A) Explain the various Role of Women in Indian Politics.

OR

B) Explain the various Socio Economic problems faced by women in India. 15 Marks

Q.5 Write short notes on (Any three)

- Multi-religious society
- Concept of diversity
- Secular State
- Multi-party system
- Tolerance

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ADDITIONAL EXAMINATION, DECEMBER, 2019	
DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: Introduction to Media Studies
Time: 2:30 Hrs	Marks: 75

- N:B: 1. All Questions are compulsory.
 2. Figures to the right indicate marks.
 3. Support answers with example wherever necessary.

Q.1 (A) Discuss the relevance of Media Studies in the context of: (10)
 (i) Racist ideologies
 OR
 (ii) Consumption of advertising art by youth

Q.1 (B) Explain any one of the following: (5)
 (i) Uses and Gratification Theory
 OR
 (ii) Agenda Setting Theory

Q.2 Explain:
(A) New Media Theory with respect to: (8)
 (i) Social Media
 OR
 (ii) OTT Platforms like Zee5 and Amazon prime videos

(B) The changes in Advertising in Magazines and how it has created an impact on: (7)
 (i) New man
 OR
 (ii) Consumption of advertising art by youth

Q.3 Discuss: (8)
(A) (i) Media and Technology
 OR
 (ii) Foucault's Power & Authority

(B) Trends in Media with respect to: (7)
 (i) Social messaging apps
 OR
 (ii) Print

Q.4 Explain:
(A) (i) New media tools (8)
 OR
 (ii) Religion & Media

- (B) (i) Two step flow theory
OR
(ii) Propaganda Model

Q.5 Write short notes on: (any three)

- (i) Language & Social values
- (ii) Influence of media on young audience
- (iii) Hot and cool media
- (iv) Types of Agenda setting
- (v) Social learning theory

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ADDITIONAL EXAMINATION, DECEMBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS FYBAMMC	SUBJECT: CURRENT AFFAIRS
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q-1 Explain Concept (Any five-3 Marks each) (15)

- a) Droughts in Maharashtra
- b) Conflicts on Metro in Mumbai
- c) Babri Mosque demolition
- d) CRPF
- e) Digital India
- f) Godhra Riots
- g) Pradhan Mantri Awas Yojana
- h) AI

Q-2 Attempt Any two (7 and Half each) (15)

- a) Highlight Political career of Shri Narendra Modi.
- b) Give your view on crisis of Jet Airways.
- c) Explain enforcement agencies in India.
- d) Explain use of data science in media.

Q-3 Attempt Any two (7 and Half each) (15)

- a) Describe Jammu and Kashmir Quota (Amendment) Bill, 2019.
- b) Elaborate departments under Ministry of Home Affairs.
- c) How mobile applications are useful for Journalist.
- d) Explain mobile applications which help in Content Creation.

Q-4 Attempt Any one (15)

- a) Give your opinion on Revocation of Article 370 from Jammu & Kashmir.
- b) Give your views on Politics of Maharashtra with respect to different political parties.

Q-5 Short Notes (Any 3) (15)

- a) Central Bureau of Investigation
- b) Floods in Maharashtra
- c) Chandrayan-2
- d) Role of United Nations
- e) Make in India

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ADDITIONAL EXAMINATION, DECEMBER, 2019

DEPARTMENT: BMM	SEMESTER: I
CLASS: FYBAMMC	SUBJECT: Effective Communication - I
TIME: 2:30	MARKS: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each

Q.1. Translate the following passage in Hindi or Marathi:

(15)

The play of names has almost a touch of fable here-Nirakar, the formless one, regenerating the primal form of a forest that had passed into the mist. For the last 20 years Nirakar Mallick, a small farmer in Orissa's Kendra Para district, has been greening a coastal landscape that had of late been experiencing more of brown. Droughts, as they are wont to be, are cruel in these parts. At other times, it's excess water that's the bane. Nirakar's latest sally-the rebirthing of a forest on a two hectare stretch circling the river Brahmani near his village- came after the green patch was denuded in the 1999 super cyclone. The tidal waves that had swamped Orissa's coasts had led to heavy soil erosion, rendering these villages for ever vulnerable to floods. But now thanks to Nirakar, over five thousand trees of sundry varieties cover the area. This has not only helped restore the local ecosystem but also provided a potential source of income to the community. People, however, were skeptical in the beginning. They were losing out on grazing ground for cattle. Some were also suspicious of Nirakar's motive, fearing he was out to grab government land. But once the trees began shooting up and the entire village looked rejuvenated, everybody was won over. Nirakar, for one, never made any bid to corner the fruits of his labour. So now there are fruit bearing trees in the forest-jackfruit, mango, guava, coconut-as well as timber rich ones like teak, casuarinas, eucalyptus. Not all of the seven thousand seedlings he'd planted, survived the elements. That didn't deter him, and Nirakar proudly says that as long as he is alive, no one from the area would ever harm a tree. Over the years, Nirakar has spent a small fortune out of his own hard earned savings in greening mission. As a driver in Orissa Lift Irrigation Corporation (OLIC), he'd get about Rs 3000 a month. From this, he would put aside Rs 500 for planting trees. For the last two years he has not been receiving his salary from the defunct OLIC. He manages to make both ends meet by working his share of the one acre farmland inherited from his father. ENGLISH XII 19 Born in 1962 in a poor Harijan family in Aliha village, Nirakar inherited a feel for the soil and the green thumb of his father. A good student, he had to quit the studies after class 9th to take up a job. He joined the OLIC in 1982 and got married the same year. Today he is father of trees, two sons and a daughter. Though officially a driver, Nirakar is a jack of all trades, doubling up as mechanic, fitter, electrician and operator at Aliha's

lift irrigation project. For the area's small farmers who depend on irrigation, he is nothing short of a hero.

Q.2. Answer any two of the following:

- What is communication? Explain the language barriers to communication.
- Explain the different types of non-verbal communication.
- Explain the process of Listening.
- What is a panel discussion how is it different from a group discussion?

Q.3. Answer any two of the following:

- Write a note on thinking tools.
- Explain the need of translation skills in journalism.
- Describe the steps required for preparing a Presentation.
- What is the difference between translation and interpretation?

Q.4. Explain the importance of skimming and scanning in reading with relevant examples.

OR

Q.4. Oral communication skills form an important part of your personality. Explain with the help of suitable examples.

Q.5. Write Short Notes on any **three**:

- Radio Jockey
- Intensive Reading
- Critical Thinking
- Kinesics
- Importance of Group Discussion

B
C
E
an
A)
B)
C)
D)

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ADDITIONAL EXAMINATION, DECEMBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBAMMC	SUBJECT: HISTORY OF MEDIA
Time: 2:30 Hrs	Marks: 75

Instructions:

- All questions are compulsory
- Question no. 1 to question no. 5 carry 15 mark each

- Q1 --- Explain the concepts (Any 5) 15
- The Calcutta Gazette
 - The Bengal Journal
 - The Oriental Magazine of Calcutta
 - The Madras Courier
 - The Bombay Herald
 - The Calcutta Chronicle
 - The Dig Darshan
 - Journal of Commerce
- Q2--- Answer any two from the following (7 and half marks each) 15
- Vernacular Press Act, 1878
 - Regional Press Act
- OR
- Rights Of Journalists
 - Censorship of Press Act, 1799
- Q3--- Answer any two from the following (7 and half marks each) 15
- What was the purpose of Indian Newspaper during British Raj?
 - What role does Television play in transmission of information to audience?
- OR
- State the contribution of Raja Ram Mohan Roy in history of Indian Media
 - Explain this statement. "The Rise of the voice of India during British rule in relation to newspaper"
- Q4 Explain the detail the growth of Hindi Language newspaper 15
- Or
- Q4 Explain Radio as a medium of communication 15
- Q5- Short notes (Any 3) 15
- Community Radio
 - Doordarshan
 - Satellite Television
 - Prasar Bharti
 - Licensing Regulations, 1823

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ADDITIONAL EXAMINATION, DECEMBER, 2019

DEPARTMENT: BMM

SEMESTER: I

CLASS: FYBAMMC

SUBJECT: Effective Communication – I

TIME: 2:30

MARKS: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each

Q.1. Translate the following passage in Hindi or Marathi:

(15)

The play of names has almost a touch of fable here-Nirakar, the formless one, regenerating the primal form of a forest that had passed into the mist. For the last 20 years Nirakar Mallick, a small farmer in Orissa's Kendra Para district, has been greening a coastal landscape that had of late been experiencing more of brown. Droughts, as they are wont to be, are cruel in these parts. At other times, it's excess water that's the bane. Nirakar's latest sally-the rebirthing of a forest on a two hectare stretch circling the river Brahmani near his village- came after the green patch was denuded in the 1999 super cyclone. The tidal waves that had swamped Orissa's coasts had led to heavy soil erosion, rendering these villages for ever vulnerable to floods. But now thanks to Nirakar, over five thousand trees of sundry varieties cover the area. This has not only helped restore the local ecosystem but also provided a potential source of income to the community. People, however, were skeptical in the beginning. They were losing out on grazing ground for cattle. Some were also suspicious of Nirakar's motive, fearing he was out to grab government land. But once the trees began shooting up and the entire village looked rejuvenated, everybody was won over. Nirakar, for one, never made any bid to corner the fruits of his labour. So now there are fruit bearing trees in the forest-jackfruit, mango, guava, coconut-as well as timber rich ones like teak, casuarinas, eucalyptus. Not all of the seven thousand seedlings he'd planted, survived the elements. That didn't deter him, and Nirakar proudly says that as long as he is alive, no one from the area would ever harm a tree. Over the years, Nirakar has spent a small fortune out of his own hard earned savings in greening mission. As a driver in Orissa Lift Irrigation Corporation (OLIC), he'd get about Rs 3000 a month. From this, he would put aside Rs 500 for planting trees. For the last two years he has not been receiving his salary from the defunct OLIC. He manages to make both ends meet by working his share of the one acre farmland inherited from his father. ENGLISH XII 19 Born in 1962 in a poor Harijan family in Aliha village, Nirakar inherited a feel for the soil and the green thumb of his father. A good student, he had to quit the studies after class 9th to take up a job. He joined the OLIC in 1982 and got married the same year. Today he is father of trees, two sons and a daughter. Though officially a driver, Nirakar is a jack of all trades, doubling up as mechanic, fitter, electrician and operator at Aliha's

lift irrigation project. For the area's small farmers who depend on the irrigation, he is nothing short of a hero.

Q.2. Answer any two of the following:

- a) What is communication? Explain the language barriers to communication.
- b) Explain the different types of non-verbal communication.
- c) Explain the process of Listening.
- d) What is a panel discussion how is it different from a group discussion?

Q.3. Answer any two of the following:

- a) Write a note on thinking tools.
- b) Explain the need of translation skills in journalism.
- c) Describe the steps required for preparing a Presentation.
- d) What is the difference between translation and interpretation?

Q.4. Explain the importance of skimming and scanning in reading with

OR

Q.4. Oral communication skills form an important part of your personal life. Explain with the help of suitable examples.

Q.5. Write Short Notes on any three:

- a) Radio Jockey
- b) Intensive Reading
- c) Critical Thinking
- d) Kinesics
- e) Importance of Group Discussion

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ADDITIONAL EXAMINATION, DECEMBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBAMMC	SUBJECT: FUNDAMENTALS OF MASS COMMUNICATION
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each

(15 Marks)

Q1: Explain the following concepts: -

- a) Education
- b) Films
- c) Internet
- d) Social Impact
- e) Nagara
- f) Radio
- g) Television
- h) Magazine

(15 Marks)

Q 2: Answer any two of the following:

- a) Explain the meaning of importance of mass Communication.
- b) What the difference between Intrapersonal and Interpersonal communication.

OR

- c) Explain briefly the group communication.
- d) How electronic communication uses technologies to transmit message?

(15 Marks)

Q. 3: Answer any two of the following:

- a) Explain with diagram Gerbner's model of communication.
- b) How sociological model illustrates sociological implications in communication?

OR

- c) Explain with diagram the Gate keeping model.
- d) How is Hub model designed? Explain with diagram.

Q.4: Explain with example the impact of mass media.

(15 Marks)

OR

Describe the various tools of traditional and folk media.

Q. 5: Write short notes on any three of the following.

(15 Marks)

- a) Broadcasting
- b) Public relation
- c) News paper
- d) Powada
- e) Political Impact

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ADDITIONAL EXAMINATION, DECEMBER, 2019	
DEPARTMENT : BMM	SEMESTER : III
COURSE : BSS SYBMM	SUBJECT: ADVANCED COMPUTER
Duration: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

A. What is Viral Marketing? Explain in detail. Why is it important? (10)

B. What is PPC? Explain with the help of Example. (5)

A. Explain Inline, Internal, External Style sheet with the help of example. (8)

B. What is CSS? What is it used for in HTML? (7)

OR

A. How to add hyperlinks using Dream weaver. (8)

B. What is Frame Animation? How to create frames. (7)

3 A. Which type of audios and videos we can enter into a WebPages and how? (8)

What is modelling and lightning in flash. Explain with example. (7)

OR

3. C. Explain primitive object in detail. With the help of example. (8)

D. How to create a polygon cylinder? Explain with the example (7)

14. A. Explain Order list and unordered list .With the help of example. (8)

B. What is various tags used for formatting in HTML? (7)

OR

C. What is the various online marketing tools available today? Explain in detail with the help of example. (15)

25. Short notes (Any 3) (15)

1. Modern day video effects
2. Internet browser
3. Social media Marketing
4. Multi track editor
5. SEO