

Paper - I Subject - Web designUNIT - I

- Q1. Explain web page and its types?
- Q2. What is website and explain types of website?
- Q3. What is URL and DNS?
- Q4. What is HTML and structure of HTML?

UNIT - II

- Q1. Define the HTML tags such as:
(1) `<P>` tag (2) `
` tag (3) `<HR>` tag (4) `<B style="color: ...">`
- Q2. Explain font tag and its attributes?
- Q3. What is list tag and its attributes?

UNIT - III

- Q1. Define the HTML editors and explain different editors.

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Q.2 What is Effective page design and white space. splitting the text?

Q.3 Define the Background and different method using Bgcolor?

UNIT IV

Q.1 What is table tag and its attribute?

Q.2 What is <q> tag and <image> tag?

Q.3 Explain the <form> tag and its attributes

UNIT V

Q.1 What is CSS and its types?

Q.2 What is ~~the~~ Audio and video sound and its program?

Q.3 What is web hosting and publishing a web site and its steps?

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Paper - II - Subject - Digital marketingUNIT I

- Q.1 What is digital marketing and define the marketing process?
- Q.2 Explain the visibility and types of visibility?
- Q.3 What is Inbound or outbound traffic?
- Q.4 Define the conversion process or Retention?

UNIT II

- Q.1 What is internet and difference b/w internet and web?
- Q.2 What is web server and its types?
- Q.3 Define the planning and conceptualizing a website?

UNIT III

- Q.1 Define the Google Analytics and creating a Analytics account?
- Q.2 Difference b/w ~~Bounce~~ Bounce rate and Exit rate?

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Understanding the Goals and Conversion ?

Unit IV

Define the social networking website ?

Explain the Google marketing and video marketing

What is Facebook marketing, Twitter marketing and linked in marketing

Unit V

What is SEO and its importance of SEO.

Define the Google Adwords and understanding the Google Adwords ?

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