B.A/B.Com/B.Sc. (Computer Application) Third Year

First Paper

Paper Code -   CA-301
Paper Name –   Web Designing

Maximum Marks: 40

Course Objectives:
1. To review the basic concepts and functional knowledge in the field of computer application
2. To expose the students to computer application in the field of Business.

Unit I
Web page overview, Elements of a web page. Types of Sites, personal sites, small business sites, large business sites, online business sites, Educational institution sites, Government sites, Blogs, twitter, Matching format to audience, creating guidelines, creating a site structure, writing for the web, download time, methods for creating pages, publishing a site, Addressing a web site, Absolute & Relative addresses, URL. Static and dynamic websites.

Unit II
Head content, adding a title, Body content, Paragraph breaks, Line breaks, Horizontal lines, Fonts and text size, Text color, Headings, Aligning text, Lists, Background color.

Unit III
About HTML editors,Net beans, Dream Viewer, the editing environment,effective page design, Uniform style, finding design ideas, Heading, Lists, using white space, splitting the text, colors and background, creating pages with Save As.

Unit IV
Frames and tables, animation effects, creating forms, Images, Image formats for the web, obtaining images, image size, editing images, thumbnails, images and text, rollover images, Navigation, types of hyperlinks, navigation bars, linking to external sites, email links, creating image maps, image maps in action,site maps, three-click navigation, site linkage.

Unit V
CSS: creating and editing cascading style sheets, adding sound - types of sound files, linking to sound files, embedding sound files, Video, Analog video, Digital video, webcams, animation, downloading animations, flash Publishing ,testing, transferring to the web, registering a site, marketing a site, maintaining a site, Domain names, web hosting .

Text Books and Reference Books :

1. HTML, DHTML, JavaScript, Perl CGI by Ivan Byross
2. The Complete reference HTML by Thomas Powell
3. World Wide Web Design with HTML by C Xavier
4. Easy Web Design by Mary Millhollon
5. Creating Web Pages by Nick Vandome
6. HTML in Easy Steps by Mike McGrath
7. Faster Smarter Web Page Creation by Mary Millhollon
8. Mastering HTML, CSS &Javascript Web Publishing by Laura Lemay
9. Web Designing by HirdeshBhardwaj

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.
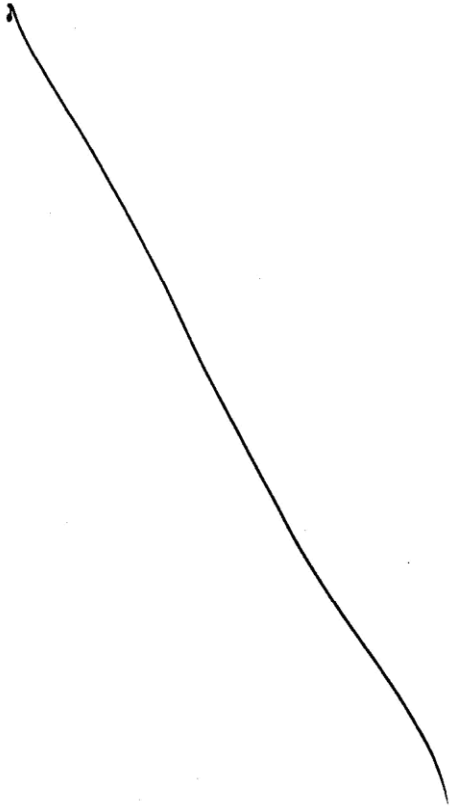
B.A/B.Com/B.Sc. (Computer Application)   Third Year

Second Paper

Paper Code -   CA-302
Paper Name –   Digital Marketing

Maximum Marks: 40

Course Objectives:
1. To review the basic concepts and functional knowledge in the field of computer application
2. To expose the students to computer application in the field of Business.

Unit I

Digital marketing, Understanding the Marketing Process, Increasing Visibility, Types of visibility, Examples of visibility, Visitor Engagement, Bringing Targeted Traffic, Inbound, Outbound, Understanding Conversion Process, Retention, Types of Retention, Performance Evaluation, Tools Needed.

Unit II

Understanding Internet, Difference between Internet & Web, understanding websites and domain names, extensions, Web server & web hosting, different types of web servers, Planning and conceptualizing a website, building website using CMS in Class.

Unit III

Understanding Google Analytics, set up Analytics account, add Analytics code in a website, understanding goals and conversions, setup goals, understanding bounce rate, Difference between bounce rate and exit rate, reduce bounce rate, Monitoring traffic sources.

Unit IV

Marketing on Social networking websites, viral marketing and its importance, Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, Video Marketing, Pinterest Marketing.

Unit V

Introduction to SEO and its importance ,Google AdWords overview, Understanding AdWords Algorithm, creating search campaigns, Creating Ads, Tracking performance/conversion, Optimizing Search Campaigns, Creating Display Campaign.

Text Books and Reference Books:

1. The art of SEO by Eric Enge
2. Marketing in the Age of Google: Your Online Strategy is Your Business Strategy by Vanessa Fox
3. Digital Marketing by VinayakPatukale
4. SEO Made Simple: Strategies for Dominating the World's Largest Search Engine by Michael H. Fleischner
5. Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media and Content Marketing by Lee Odden
6. Hospitality E-marketing by RavindraVerma

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.
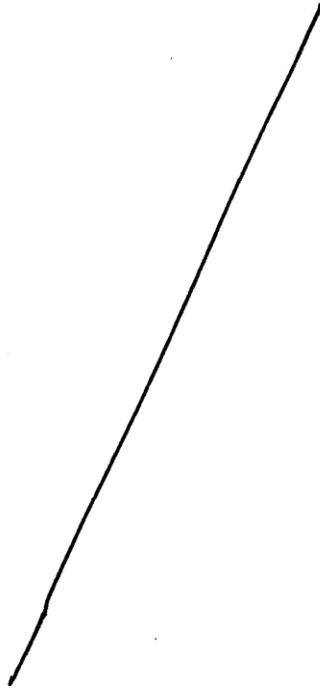
B.A/B.Com/B.Sc. (Computer Application)   Third Year

Suggested list of exercises for practical

Maximum Marks: 50

Note: The final Year Practical for Computer Application will consist of two parts
a. Part A : 20 marks
b. Part B : 30 marks

PART A

For B.Com.students Part A will comprise of training on Accounting Software Tally latest version

For B.Sc. and B.A. students Part A will comprise of training on Statistical Analysis Software SPSS / Freeware software for statistical analysis

Banwani
15/6/17

PART B

Web Designing

1. Create a time table of your class.
2. Create a mark list of University examination.
3. Create a website for an automobile Company (add images and sounds)AN FMCG Company
4. Create a dynamic website for an educational institution
5. Create a website of computer products (add proper animation)
6. Create an online application form for admission process.
7. Create a website for online marketing.
8. Create a web page with information on the following topics:
   - Your Name
   - Address
   - Date of Birth
   - Hobbies
   - Favorite pastime
   - Ideals
   - Favorite Music
   - Favorite Films
9. Create an HTML document with the paragraph using <P><H1>, <STRONG> for the first word of every sentence.
10. Create an HTML document to describe Unordered and Ordered list and their features.
11. Create a Web page for the following:

WELCOME TO ABC UNIVERSITY STUDENTS DETAILS

S.No	SNAME	BRANCH	SEM	Marks		
				M1	M2	M3

12. Create an HTML document to include an image. Use the width and height attributes of the <img> tag to
    - Increase the image size by 100%.
    - Increate the image size by 50%.
    - Change the width-to-height ratio to 2:1.
13. Create a Link for each of the following:
    - Index.html, located in the files directory.
    - Index.html, located in the text subdirectory of the files directory.
    - A link to the president's email address (http://www.dhsgsu.nic.in)
    - An FTP link to the file named README in the pub directory of ftp:cdrom.com
14. Specify the HTML tags to accomplish the following:
    - Insert a framed web page with the first frame extending 300 pixels across the pagefrom the left side.
    - Insert an ordered list that will have numbering by lowercase roman numerals.
    - Insert a scrollable list in a form that will always displays four entries of the list.
    - Insert an image map into a page using an image and map with Name = "hello" asthe image map, and have "hello" be the alt text.
15. Create a home page of your own using HTML tags.
16. Using the tags of HTML forms, create a form to reserve a ticket in the southern Railwaysin the source and destination places are given.
17. Write an HTML document to provide a form that collects names and telephone numbers.
18. Write basic steps for hosting a web site.

Digital Marketing

1. Design SEO keywords for improving Google Page Rank of your college.
2. Monitor traffic on your website using Google Analytics.
3. Using Search Engine Submission improve online recognition and visibility of your website.
4. Design a blog for the regular activities of your college.
5. Link different sites using cross linking.
6. Use On Page Optimization for your web site.
7. Use Off Page Optimization for your web site.
8. Design a website for decreasing the loading time of a website.
9. Design Back link for your website.
10. Design Out Bound Link for your website.