



Swami Vivekanand University, Sagar(M.P.)



**As per model syllabus of U.G.C. New Delhi, drafted by
Central Board of Studies and Approved by Higher
Education and the Governor of M.P.**



कॉमर्स संकाय

Faculty of Commerce

Syllabus & Prescribed Books

Subject – Computer Application

B.Com. Yearly Examination

2017-20

I, II & III Year

कुलसचिव

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा सागर (म.प्र.)



Department of Higher Education, Government of Madhya Pradesh
Yearly Syllabus for Undergraduates
As recommended by Central Board of Studies of Computer Application
Approved by HE the Governor of Madhya Pradesh
Session 2017-18 onwards
July 2017 onwards

Class B.Sc./B.A./B.Com (Computer Application)

Paper Code		Internal			Theory	Total	Practical	Grand Total
		Three Months	Six Months	Total				
	First Year							
CA101	Fundamentals of Computer and PC Software	10	10	20	40	80		100
CA102	Desktop Publishing and Multimedia				40			
CA103P	PRACTICAL						50	50
	Second Year							
CA201	Internet and E-Commerce	10	10	20	40	80		100
CA202	Relational Database Management System				40			
CA203P	PRACTICAL						50	50
	Third Year							
CA301	Web Designing	10	10	20	40	80		100
CA302	Digital Marketing				40			
CA303P	PRACTICAL						50	50
Grand Total								450



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First Paper

Paper Code – CA-101

Paper Name – Fundamentals of Computer and PC Software

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

Introduction to Computer System : Block diagram, Components : mother board, Processor, main memory, cache memory, hard disk. Input devices, Output devices, External storage devices : Floppy disk, CD ROM, DVD, USB drives.

Types of software : System software, Application software. System Software : Operating system. Utility programs : anti – virus, disk cleaning, defragmentation, compression and decompression of files.

Application software : Examples of commercial software with brief introduction. Programming Languages : Low-Level Language, Assembly Language, Middle Level Language and High Level Language, Compiler, Interpreter, Assembler, Difference between Compiler & Interpreter.

Unit II

Operating system : Definition, Functions of operating system, CUI, GUI, types of Operating systems like Single user, Multi-user, Real time, Time sharing and Batch Processing, multiprocessing, Multiprogramming, Multitasking, Distributed processing. Elementary idea of various common operating system prevalent round the world.

MS Windows : An introduction and its features, desktop, taskbar, files and folders start menu operations, my computer, network neighborhood, recycle-bin, windows explorer, creating, copying moving and deleting files, setting wall paper, changing the mouse pointer, paint, notepad, understanding the OLE features.



Unit III

Introduction to MS-Word : Advantages of word processing, Creating, Saving and Editing a document : Selecting, Deleting, Replacing Text, Copying text to another file. Insert, Formatting Text and Paragraph, Using the Font, Dialog Box, Paragraph Formatting using Bullets and Numbering in Paragraphs, Use of Smart Art, checking Spelling, Line spacing, Margins, Space before and after paragraph, Mail merge, customizing the ribbon.

Introduction to MS-Excel : Entering information : Numbers, Formula, Editing Data in a Cell, Excel functions, using a Range with SUM, Moving and Copying data, Inserting and Deleting Row and columns in the worksheet, Using the format Cells Dialog Box, Using Chart wizard to create a chart.

Introduction to MS-Power Point : Introduction to PowerPoint presentation, Slide show, Formatting, creating a Presentation, inserting Smart arts, Adding objects, Applying Transitions, Animation effects, Adding Tables, Charts and Media files.

Unit IV

Decision Support System : Importance of Decision support system, limitation, Characteristics of DSS, Decision Support and Structure of Decisions Making Decision Support and Repetitiveness of Decisions, DSS Users.

Expert System : Support for decision making phases, Support for the Intelligence phase, support for the Design phase, Support for the choice phase, Decision Support and Alternative Concepts of Decision Making.

Management Information System : Introduction, Role of IT, MIS characteristics and application areas, Business and Technology trends –specialization, management by methodology, decentralization, internationalization etc.

Unit V

Internet : Meaning, Definitions, History, Internet protocols, TCP/IP, FTP, HTTP, URL. Internet Browsers, WWW consortium, Search engines. Introduction to Internet Security terminology – network security, firewall, cryptography, password, biometrics, digital signature, digital certificate. Business applications of internet, e-mail, UseNet, newsgroup, telnet, intranet, extranet, e-ticketing, chatting.

E-Banking and its benefits : Smart card, E-cash, Online financial Services Stock trading, E-broking. E-business Model, Do-it-yourself model, Made-to-order mode, Information Service Model, Emerging hybrid models.

Text Books and Reference Books :

1. Computer Fundamentals by P.K. Sinha
2. Fundamentals of Information Technology by A. Leon & M. Leon
3. Computer Today by Suresh K. Basandra
4. Internet business models and Strategies by Afuah A. & Tucci C.
5. P C Software MS Office by Nitin K Nayak.



7. MS-Office Interactive course by Greg perry, Techmedia.
8. MS Office complete Reference TMH Publication.
9. Operating system : Achyut S. Godbole
10. Management Information Systems by Gerald V. Post & David L. Anderson.
11. Understanding Computer Fundamentals & Dos by G.K. Iyer.

Instruction to paper Setter :

Question paper should be framed in both English and Hindi version.

Text Books and reference books :

1. Desktop Publishing on PC by M.C. Sharma
2. Professional in Desktop Publishing by Dinesh Maidsani
3. DTP Courses 2/e by singh & Singh
4. Multimedia, Computing, Communication & Applications by Ralf Steinmetz
5. Fundamentals of Multimedia by Ze-Nian Li
6. Page Maker – Manual
7. 'o' level module m3.2 Desktop publishing & Presentation graphics by V.K. Jain

Instruction to paper Setter :

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Second Paper

Paper Code – CA-201

Paper Name – Desktop Publishing and Multimedia

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

Importance and Advantages of DTP, DTP software and Hardware, Commercial DTP Packages, Page Layout programs, Introduction to Word Processing. Commercial DTP Packages, Difference between DTP Software and Word Processing Software.

Unit II

Types of Graphics, Uses of computer Graphics Introduction to Graphics Programs, Font and Typefaces, Types of Fonts, Creation of Fonts (Photographer), Anatomy of Typefaces, Printers, Types of Printers used in DTP, Plotter, Scanner.

Unit III

History and Versions of PageMaker, Creating a new page, Document Setup Dialog Box, Paper Size, Page Orientation, Margins, Different Methods of placing text and graphics in a document. Master Page, Story Editor, Formatting of Text, Indent, Leading, Hyphenation, Spelling Check, Creating Index, Text Wrap, Position (Superscript/Subscript), Control Palette.

Unit IV

History, Multimedia Elements, text, Images, Sound, Animation and Video. Text, Concept of plain Text and Formatted Text, RTF & HTML Text, Image, Importance of Graphics in Multimedia, Image Capturing Methods, Scanner, Animation, Basics, Principles and use of Animation . Video, Basics of Video, Analog and Digital Video.

Unit V

Features of Multimedia, Overview of Multimedia, Multimedia Software Tools, Multimedia Authoring – Production and Presentation, Graphic File Formats, MIDI – Overview, Concepts, Structure of MIDI, MIDI Devices, MIDI Messages.



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Suggested list of exercises for practical

Maximum Marks : 50

MS-Word

1. Create a document and apply different Editing options.
2. Create Banner for your college.
3. Design a Greeting Card using Word Art for different festivals.
4. Create your Biodata and use Page borders and shading.
5. Create a document and insert header and footer, page title etc.
6. Implement Mail Merge.
7. Insert a table into a document.
8. Create a document and apply different formatting options.

MS Excel

1. Design your class Time Table.
2. Prepare a Mark Sheet of your class subjects.
3. Prepare a Salary Slip of an employee.
4. Prepare a bar chart & pie chart for analysis of Election Results.
5. Prepare a generic Bill of a super Market.
6. Work on the following exercise on a workbook :
 - a. Copy an existing Sheet
 - b. Rename the old Sheet
 - c. Insert a new Sheet into an existing workbook
 - d. Delete the renamed Sheet.
7. Prepare an Attendance Sheet of 10 Student for any 6 subjects of your syllabus.
Calculate their total attendance, total percentage of attendance of each student & average of attendance.
8. Create a worksheet on Students list of any 4 faculties and perform following database functions on it.
 - a. Sort data by Name
 - b. Filter data by Class
 - c. Subtotal of no. students by Class.



MS Power point

1. Design a presentation of your institute using auto content wizard, design template and blank Presentation.
2. Design a presentation illustrating insertion of pictures, word Art and clipart.
3. Design a presentation learn how to save it in different format, copying and opening an existing presentation.
4. Design a presentation illustrating insertion of movie, animation and sound.
5. Illustrate use of custom animation and slide transition (using different effects).
6. Design a presentation using charts and tables of the marks obtained in class.
7. Illustrate use of macro in text formatting in your presentation.

Page maker

1. Create a Greeting Card for New Year.
2. Create a Visiting Card.
3. Create your Resume.
4. Create an advertisement for Job in well-Known firm.
5. Create a newspaper Report.
6. Create a document by importing Graphic Image from Clip Art.
7. Create a Wedding Card.
8. Type a document using Story Editor.
9. Input a text from word Document into a page maker document .
10. Create a document on Importance of Text Wrap, applying proper font size.



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B.A./B.Com/B.Sc.(Computer Application) Second Year**

First Paper

Paper Code – CA-201

Paper Name – Internet and E-Commerce

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

Internet : Evolution, Concepts, Growth of Internet, ISP, ISP in India, Types of connectivity, Dial-up, leased line, DSL, Broadband, RF, VSAT etc., Methods of sharing of Internet connection, Use of Proxy server.

Internet Service : USENET, GOPHER, WAIS, ARCHIE and VERONICA, IRC, Concept of search Engines, Search engines types, searching the web, web Servers, TCP/IP and other main protocols used on the Web.

E-Mail : Concepts of e-mailing, POP and WEB based E-mail, merits, address, Basics of sending & Receiving, E-mail protocols, Mailing List, Free E-mail services, e-mail servers and e-mail client programs.

Unit II

Introduction to E-commerce : Emergence of the Internet, Commercial use of the Internet, Emergence of World Wide Web, Advantages and Disadvantages of E-commerce, Transition to E-commerce in India, E-commerce opportunities for Industries.

Unit III

Models : Business Models for E-commerce, Models based on Relationship of Transaction parties : B2C, B2B, C2C, C2B , Models based on the Relationship of Transaction types, Brokerage Model, Aggregator Model, Infomediary Model, Community Model, Value Chain Model, Manufacturer Model, Advertising Model, Subscription Model, Affiliate Model.



Unit IV

E-Marketing versus Traditional Marketing : Identifying Web Presence Goals, Browsing Behavior Model, Online Marketing, E-advertising, Internet Marketing Trends, E-branding and E-Marketing Strategies.

Unit V

E-Security : Information system security, Security on the internet, E-business risk management issues, information security environment in India.

E-Payment Systems : Digital payment requirements, Digital Token based e-payment systems, properties of Electronic cash, risk and e-payment systems and designing e-payment systems. Secure Business, Web store, Online Payment, Internet Banking. Security – E-commerce security issues, Cryptography, Digital Signature & Authentication protocol, Digital Certificates. Online Security, Secure Electronic Transaction (SET).

Text Books and reference Books :

1. Internet for Everyone by Alexin Leon and Mathews leon.
2. Doing Business on the Internet : E-commerce by S. Jaiswal
3. E-Business and E-commerce Management, 3rd Edition by Pearson Education
4. E-Commerce : An Indian Perspective, 2nd Edition by P.T. Joseph
5. Introduction to E-commerce by Zheng Qin
6. E-commerce Development : Business to Business by WP Publishers
7. Frontiers of Electronic Commerce by R. Kalakota
8. E-Business : Roadmap for success by R. Kalakota.
9. Electronic Commerce by Gary P. Schneider.
10. The E-Business Revolution by Daniel Amor

Instruction to Paper Setter :

Question Paper should be framed in both English and Hindi Version.



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Second Paper

Paper Code – CA-202

Paper Name – Relational Database Management System

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

Evolution of Database technology, File-Oriented system, Database System, Client Server Platforms. Database system in the Organization : Databases and Data sharing, strategic database planning, Management control, Risks and cost of database, Logical and Physical data representation.

Unit II

Database Development Life Cycle (DDLC), Principles of conceptual Database Design, Objects, Specialization, Generalization, Relationship, Cardinality, Attributes. Relational data model : Fundamental Concepts, Normalization process (1NF, 2NF, 3NF, BCNF, 4NF), Transforming Conceptual Model to a Relational Model.

Unit III

Relational Algebra, Relation implementation with SQL, Introduction, Data Definition Language (DDL), Data Manipulation Language (DML), Data control Language (DCL), Transaction Control Language (TCL), Schema and table definition, SQL functions : Mathematical functions, group functions, View definition : Introduction, Command to create a Mathematical functions, Group functions, View definition : Introduction, Command to create a VIEW.

Unit IV

Physical, Storage media, Disk performance factors Data storage format file organization and addressing methods implementing, Managing the Data base environment – Database administration and control, DBA functions, goals, integrity, Security and recovery.



Unit V

Introduction to SQL : Components of SQL, DDL, DML, Query Language, DCL, TCL, SCL etc. Invoking sql plus. The oracle data types two dimensional matrix creation. Insertion, updation, deletion operations, the many faces of SELECT command, creating tables using query, inserting data using query, modifying the structure of tables, renaming tables, dropping tables, dropping columns, logical operators, range searching, pattern matching, use of Alias, Oracle Functions. Accessing data form multiple tables. Set operations : Union, Intersect, Minus. Data Constraints : I/O constraints, Business Rule constraints. Grouping data from tables. Joins : Equi-join, Self-join, Sub-Queries. Views, Sequences, Synonyms, use of save point, ROLLBACK & COMMIT Commands, creating user accounts, granting permission, revoking permission.

Text Books and Reference Books:

1. Database Management & Design By G.W. Hansen & J.V. Hansen
2. Database System Concepts by Silberschqtz, korth & Sudarshan
3. SQL, PL/SQL : The Programming Language of Oracle by Ivan Byross
4. Introduction to Database Systems by C.J. Date
5. Oracle : The complete Reference by Oracle Press
6. SQL/PL – SQL by P.S. Deshpande.

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Suggested list of exercises for practical

Maximum Marks : 50

Internet and E-commerce

1. To set and change computer name.
2. To set and change work group name.
3. To include web-site in your favorite.
4. To un-hide pop-up block.
5. To show default workgroup name.
6. To set default workgroup name.
7. To set default gateways.
8. To identify IP address.
9. To set URL as home page.
10. To set IP address and subnet mask.
11. To view network connection.
12. To change font size of web content.
13. To view the coding of web page.
14. To enable/disable firewall.
15. To turn on and turn off automatic updates.
16. To create e-mail account.
17. To send e-mail.
18. To add name in address book.

SQL

1. Create tables for student information like name, age, add, phone, class, college, etc.
Using
2. Create table command.
3. Insert data into tables using both types of insert commands.
4. Add another column into database using modify command.
5. Select particular type of data using select command using like, functions etc.
6. Create another table from old tabl.
7. Run commands like DROP table, ROLLBACK, EDIT, DESC,/etc.
8. Apply nested queries by joining two tables & select particular data item from both tables.



9. Arrange columns data items in ascending or descending order.
10. Create view & Indexes on table.
11. Join tables using join command.
12. Create client table with following fields-cid, cname, cadd, city, state and insert 10 records.
13. Create customer table with following fields – cust_id, cust_name, cust_add, city, state and insert 10 records and apply the following constraints NOT NULL, *Primary key *Check Constraint, *Unique.
14. Select two fields from the table using following clauses *Order by, *Distinct.
15. Select fields from the table and apply oracle functions like *AVG0, *MAX0, *MIN0, *COUNT0, *ABS0, *POWER0, * ROUND0.
16. Apply the WHERE clause on Client (cid, cname, salary, cadd, city, state) table with
 1. SELECT 2. DELETE 3. To insert data into some other table.
17. Create a table and apply ALTER TABLE command on the table.
18. Retrieve client information like cust_id, cust_name, city for customers where field city=Delhi or Baroda.
19. Create tables and relate them by using foreign key and reference table.



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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 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 file, 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 & Java script 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.



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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, Face book Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, Video Marketing, Interest Marketing.

Unit V

Introduction to SEO and its importance, Google Ad words overview, Understanding Ad words 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. Fleishcner
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 Ravindra Verma.

Instruction to Paper Setter :

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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 : 20marks**
- b. Part B : 30marks**

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.

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>, 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	NAME	BRANCH	SEM	Marks		
				M1	M2	M3

12. Create an HTML, document to include an image. Use the width and height attributes of the tag to
 - Increase the image size by 100 %.
 - Increase 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 page from 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” as the 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 Railways in 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.

