**ILVA COMMERCE & SCIENCE COLLEGE**

**Practical Examination- 2019-20**

**Class: - B.Com. IIIrd Year**

**Note -: All Questions are Compulsory.**

Q 1) what is the process of publishing a website.

Q 2) a) what do you mean by Frame? Explain Frameset and Frame tag with example.

1. What is image editing?

Q 3) a) what is Video? What are some important characteristic of a video?

1. What is Flash animation?

Q 4) a) what are the differences in inbound and outbound marketing?

1. What do you understand by web hosting? What are the criteria for selection of web hosting?

Q 5) a) Explain the working process of Google analytics.

1. What are the advantages of using Facebook marketing?