L/T	P	Credit				
2	1	3	Theory	25	25	50
			Practical	10	15	25

Note:- Total 09 Questions are to be set by the examiner. First question will be compulsory consisting of 5 short (each 2 marks) questions covering entire syllabus uniformly. In addition 8 more questions will be set unit wise comprising 2 questions from each unit of the given syllabus. A candidate is required to attempt five questions in all selecting one question from each unit including the compulsory question.

Unit-I

Overview of SEO, Content, E-mail, Mobile marketing, Digital Marketing and on-line reputation Management.

Basic Website Designing: - what is HTML ,Basic tags of HTML, Overview of PHP,CSS and Java Script, Learn how to design website using Templates ,Different types of websites, Static and Dynamic websites.

Unit-II

Search Engine Optimization: - What is search Engine Optimization, on page SEO, Off page SEO, Head Section Optimization, Meta tag Optimization ,Description Tag, Keyword Tag, Robot tag, Optimization open graph tags

Off Page Optimization: Importance of off page Optimization, what are back links, back links creation methods, what is Google page rank, how to increase Google page rank

Unit –III

Search Engine Algorithm: Overview, Google panda algorithm, Google EMD algorithm, Google humming algorithm, Google Penguin algorithm, features of search engine algorithm.

Unit –IV

Content Marketing: Overview and importance of Content in marketing, creating fresh unique content, Tutorial and event based content marketing, grammar checking tools, duplicate content checking tools, images in content, SEO friendly content writing.

Introduction to Social Media- Facebook, Twitter, Google+ etc.

References:

- Thomas a Pawel , The Complete Reference HTML& CSS, Tata Mcgraw Hill
- Enic Erge, Shgan and Jessie Stricchiole, The art of SEC: Mastering Search Engine Optimization 3rd Edition
- By Bruce Clay, Search Engine Optimization all in one Dummies
- David Lowe, Web Engineering Tata Mcgraw Hill

L/T	P	Credit		Int	Ext	Total
2	1	3	Theory	25	25	50
			Practical	10	15	25

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Unit-I

Software – Introduction, Types of Software, Definition of Operating System - Functions of OS - Types of OS: Single user, Multi-User, multi-task, Single-user, Multi-tasking.

Windows Desk top - GUI: Definition, Standards, Cursors/Pointers, Icons, GUI Menus, GUI-Share Data.

Desktop icons and their functions: My computer, My documents, Network neighborhood, Recycle Bin, Start menu, Task bar.

Parts of Windows -Title bar-Menu bar - Scroll bar- Status bar, Maximize, Minimize, close and Resize &Moving a Window.

Windows - Start Menu, Help Menu, Preview Menu, Logoff & Shutdown.

Keyboard Accelerators: Key board short keys or hotkeys.

Unit-II

Introduction to MS Word / Open Office – Writer:
Opening & Saving files, Editing text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Converting files to different formats, Importing & Exporting documents, Sending files to others, Using Tool bars, Ruler, Using Icons, using help,

Formatting Documents - Setting Font styles, Font selection- style, size, color etc., Bold, Italic, Underline, Case settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets &Numbering.

Setting Page Style - Formatting Page, Page tab, Margins, Layout settings, Paper tray, Border & Shading, Columns, Header & footer, Setting Footnotes & end notes – Shortcut Keys; Inserting manual page break, Column break and line break, Creating sections &frames, Anchoring &Wrapping, Setting Document styles, Table of Contents, Index, Page Numbering, date & Time, Author etc., Creating Master Documents, Web page.

Creating Tables- Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, and Formula.

Tools – Word Completion, Spell Checks, Mail Merge, Templates, [illegible]
Creating Letter/Faxes, Creating Web pages, Using Wizards, Tracking Changes, Security, Digital Signature.

Unit-III

Introduction to MS Office – MS Excel / Open Office – Calc:
Spread Sheet & its Applications, Opening Spreadsheet, Menus - main menu, Formula Editing, Formatting, Toolbars, Using Icons, Using help, Shortcuts, Spreadsheet types. Working with Spreadsheets- opening, Saving files, setting Margins, Converting files to different formats (importing, exporting, sending files to others), Spread sheet addressing - Rows, Columns & Cells, Referring Cells& Selecting Cells – Shortcut Keys.

Entering & Deleting Data- Entering data, Cut, Copy, Paste, Undo, Redo, Filling Continuous rows, columns, Highlighting values, Find, Search & replace, Inserting Data, Insert Cells, Column, rows & sheets, Symbols, Data from external files, Frames, Clipart, Pictures, Files etc, Inserting Functions, Manual breaks.

Formula - finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation), Using other Formulae.

Formatting Spreadsheets- Labeling columns & rows, Formatting- Cell, row, column & Sheet, Category - Alignment, Font, Border & Shading, Hiding/Locking Cells, Anchoring objects, Formatting layout for Graphics, Clipart etc., Worksheet Row &Column Headers, Sheet Name, Row height & Column width, Visibility - Row, Column, Sheet, Security, Sheet Formatting & style, Sheet background, Colour etc, Borders & Shading – Shortcut keys.

Working with sheets – Sorting, Filtering, Validation, Consolidation, and Subtotal.

Creating Charts - Drawing.

Printing. Using Tools – Error checking, Spell Checks, Formula Auditing, Creating & Using Templates, Pivot Tables, Tracking Changes, Security, Customization.

Unit-IV

Introduction to MS Office-MS Power Point / Open Office-Impress: Introduction to presentation – Opening new presentation, Different presentation templates, Setting backgrounds, Selecting presentation layouts.

Creating a presentation – Setting Presentation style, Adding text to the Presentation.

Formatting a Presentation - Adding style, Color, gradient fills, Arranging objects, Adding Header & Footer, Slide Background, Slide layout, Adding Graphics to the Presentation- Inserting pictures, movies, tables etc. into presentation, Drawing Pictures using Draw.

Adding Effects to the Presentation- Setting Animation & transition effect.

Printing Handouts, Generating Standalone Presentation viewer.

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References:

- P.K. Sinha, Computer Fundamentals, BPB Publications.
- Mitch Tulloch, Introducing Windows, Microsoft.
- Joyce Cox, Joan Lambert, Office Professionals, Microsoft.
- Gurdy Leete, Ellen Finkelstem, Mary Leete, OpenOffice.org For Dumies, Wiley Publishing Inc.
- James Steinberg, Open Office Basic : an Introduction, Gold Turtle Publishing.
- Jeffery A. Riley, Introduction to OpenOffice.org, Prentice Hall.

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- P.K. Sinha, Computer Fundamentals, BPB Publications.
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Unit-I

Introduction: Characteristics of Computers, The Evolution of Computers, The Computer's generations, Basic Computer Organization: Input Unit, Output unit, Storage unit, Arithmetic unit, Control unit, Central processing unit, The System concept, Number Systems: Non positional number system, positional number system, number system conversion, fractional number, Computer Codes: BCD Code, EBCDIC code, ASCII, Collating Sequence, Binary Arithmetic: Addition, Subtraction, Multiplication, Division.

Unit-II

Boolean Algebra and Logic Circuits: Boolean Algebra, Boolean Function. Logic Gates, Logic Circuits, Design of Combinational Circuit, processor and memory, Secondary Storage Devices: Sequential and Direct Access Devices, Punched Paper Tape, Magnetic Tape, Magnetic Disk, Floppy Disk, Winchester Disk, Magnetic Drum, Mass Storage, Optical Disk, Magnetic Bubble Memory, Storage Hierarchy, Input-Output Devices: Punched Hole Devices, Magnetic media devices, printers, keyboard devices, Scanners, Other devices, Offline Data Entry Devices.

Unit-III

Computer Software: Introduction, Relationship between Hardware and Software, Types of Software, Acquiring Software, Planning the Computer Program: Purpose of Program Planning, Algorithm, Flowcharts, Decision Tables, Pseudocodes, Application Software Packages, Data Communications and Computer Networks. Introduction, Data Transmission Modes, Data Transmission Speed, Transmission Media, Digital and Analog Transmission, Communication Processors. The Internet, Multimedia.

Unit-IV

Computer Languages: Analogy with Natural Language, Machine Language, Assembly Language, High Level Language, Compilers, Interpreters, Characteristics of good Language, Subroutine. System Implementation and Operation: Testing and Debugging, Documentation, Changeover to new system, System Evaluation, System Maintenance, Operating Systems: Introduction, Functions, Evolution, Batch Processing, Job Control Language, Spooling, Multiprogramming, Time Sharing, On-Line Processing, Real-Time Processing, Virtual Storage.

References:

- Pradeep k. Sinha & Priti Sinha, Computer Fundamentals, BPB Publications
- Rajaraman V, Fundamentals of Computers, PHI

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