

Vocational

भाग ए परिचय		
कार्यक्रम: प्रमाण पत्र	वर्ष: प्रथम वर्ष	सत्र : 2021 - 22
पाठ्यक्रम क्रमांक	V1-COM-DIGT	
पाठ्यक्रम शीर्ष	डिजिटल मार्केटिंग	
पाठ्यक्रम का प्रकार	व्यवसायिक	
पूर्व आवश्यकता	सभी संकाय के विद्याथरियों के लिए उपलब्ध	
पाठ्यक्रम सीखने के परिणाम (सीएलओ)	<p>पाठ्यक्रम के सफल समापन के बाद, छात्र निम्नलिखित में सक्षम होगा:</p> <ul style="list-style-type: none"> डिजिटल मार्केटिंग , उसका महत्व, वेब साइट का अर्थ और वेब साइट के स्तर, ब्लॉग, पोर्टल और वेबसाइट के बीच अंतर. पेज ऑप्टिमाइजेशन, ऑफ पेज ऑप्टिमाइजेशन पर SEO (सर्च इंजन ऑप्टिमाइजेशन) की कार्यप्रणाली की समझ और रिपोर्ट तैयार करना फेसबुक, ट्विटर, लिंकडइन, टम्बलर, पिंटरेस्ट और अन्य सोशल मीडिया सेवाओं के अनुकूलन जैसे एसएमओ (सोशल मीडिया ऑप्टिमाइजेशन) के बारे में ज्ञान भुगतान किए गए टूल जैसे Google विज्ञापन शब्द, प्रदर्शन विज्ञापन तकनीक वेबसाइट ट्रैफिक, कीवर्ड विश्लेषण और ईमेल मार्केटिंग और विज्ञापन डिज़ाइनिंग सीखने के लिए SEO के लिए उपयोगी टूल पर व्यावहारिक अनुभव । 	
अपेक्षित नौकरी की भूमिका कैरियर के अवसर	<ul style="list-style-type: none"> डिजिटल मार्केटिंग मैनेजर खोज इंजन अनुकूलक सोशल मीडिया मार्केटर सामग्री विपणक एआर-वीआर के लिए सामग्री निर्माता आवाज सहायता के लिए एसईओ विशेषज्ञ 	
क्रेडिट मूल्य	4	

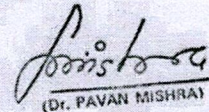
भाग बी पाठ्यक्रम की सामग्री

व्याख्यानों की कुल संख्या व्यावहारिक प्रति सप्ताह घंटों में: एल 1 घंटे / पी - 1 प्रायोगिक घंटा

व्याख्यान प्रैक्टिकल की कुल संख्या: एल 30 घंटे पी 30 घंटे

Module	Topics	No. of Hours
I	<p>डिजिटल मार्केटिंग का परिचय: डिजिटल मार्केटिंग का अर्थ, पारंपरिक मार्केटिंग से अंतर, डिजिटल मार्केटिंग बनाम पारंपरिक मार्केटिंग पर निवेश की वापसी, ई कॉमर्स, सफल मार्केटिंग के लिए उपयोग किए जाने वाले उपकरण, डिजिटल मार्केटिंग के लिए व्यवसाय का SWOT विश्लेषण, ब्लॉग का अर्थ, वेबसाइट, पोर्टल और उनके अंतर, दृश्यता, आगंतुक जुड़ाव, रूपांतरण प्रक्रिया, अवधारण, प्रदर्शन मूल्यांकन। कीवर्ड: शीर्षक, मेटाटैग</p>	10
II	<p>खोज इंजन अनुकूलन (एसईओ): ऑन पेज ऑप्टिमाइज़ेशन तकनीक, ऑफ पेज ऑप्टिमाइज़ेशन तकनीक, रिपोर्ट तैयार करना, खोज अभियान बनाना, प्रदर्शन अभियान बनाना। सोशल मीडिया ऑप्टिमाइज़ेशन (एसएमओ) : सोशल मीडिया मार्केटिंग, एडवांस्ड फेसबुक मार्केटिंग, वर्ड प्रेस ब्लॉग क्रिएशन, ट्विटर मार्केटिंग, लिंकडइन मार्केटिंग, इंस्टाग्राम मार्केटिंग, सोशल मीडिया एनालिटिकल टूल्स का परिचय। कीवर्ड: गूगल, वर्ड प्रेस, एफबी, लिंकडइन, इंस्टाग्राम, एनालिटिक्स, एसएमओ, वर्बल कम्युनिकेशन, नॉन-वर्बल कम्युनिकेशन, इंटरपर्सनल और इंटरपर्सनल कम्युनिकेशन।</p>	10
III	<p>खोज इंजन विपणन : खोज इंजन विपणन का अर्थ और उपयोग, प्रयुक्त उपकरण - प्रति क्लिक भुगतान, Google ऐडवर्ड्स, प्रदर्शन विज्ञापन तकनीक, रिपोर्ट निर्माण वेबसाइट यातायात विश्लेषण, संबद्ध विपणन और विज्ञापन डिजाइनिंग : Google विश्लेषिकी, ऑनलाइन प्रतिष्ठा प्रबंधन, ईमेल विपणन, संबद्ध विपणन, विज्ञापन शब्द एल्गोरिदम को समझना, विज्ञापन डिजाइनिंग। कीवर्ड: पीपीसी, गूगल विज्ञापन शब्द, रिपोर्ट, एसईएम, गूगल एनालिटिक्स, विज्ञापन डिजाइन, सोशल मीडिया, संबद्ध</p>	10

प्रायोगिक पाठ्यक्रम		
	<ul style="list-style-type: none"> • डिजाइन एसईओ हमारे कॉलेज के पेज रैंक में सुधार करने के लिए। • Google विश्लेषिकी का उपयोग करके अपनी वेबसाइट के ट्रैफिक की निगरानी करें। • सर्च इंजन सबमिशन का उपयोग करने से वेबसाइटों की ऑनलाइन पहचान और दृश्यता में सुधार होता है। • ब्लॉग डिजाइन करना। • क्रॉस लिंकिंग का उपयोग। • वेबसाइट का ऑन/ऑफ ऑप्टिमाइजेशन। • वेबसाइट का बैक लिंक और आउटबाउंड लिंक डिज़ाइन करें। • वेब विकास, ऑडियो वीडियो उत्पादन, • डिजिटल सामग्री निर्माण, उत्पाद और बिक्री समीक्षा विश्लेषण 	30
भाग स-अनुशंसित अध्ययन संसाधन		
पाठ्य पुस्तकें, संदर्भ पुस्तकें, अन्य संसाधन		
<p>अनुशंसित सहायक पुस्तकें /ग्रन्थ/अन्य पाठ्य संसाधन/पाठ्य सामग्री:</p> <p>Textbooks :</p> <ol style="list-style-type: none"> 1. Ahuja Vandana (2016) Digital Marketing. Oxford University Press ISBN: 9780199455447, 2. SainyRomi, NargundkarRajendra (2018) Digital Marketing: Cases from India, Notion Press ISBN 9781644291931, 1644291932 3. Digital Marketing 2.0- Dr.Rushen Chahal –Himalya pub.Nagpur 		
<p>अनुशंसित डिजिटल प्लेटफॉर्म वेब लिंक</p> <p>https://www.wordstream.com/linkbuilding#:~:text=Building%20links%20is%20one%20of,buid%20links%20to%20your%20site.</p> <p>https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/</p> <p>https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/ https://www.the-web-guys.com/digital-marketing/</p>		
<p>अनुशंसित समकक्ष ऑनलाइन पाठ्यक्रम :-</p> <p>https://onlinecourses.swayam2.ac.in</p>		


(DR. PAVAN MISHRA)

(PROF.PAVAN MISHRA)

Chairman

Central Board of Studies(Commerce)

Part A Introduction		
Program: Certificate	Year: First Year	Session: 2021-2022
Course Code	V1-COM-DIGT	
Course Title	DIGITAL MARKETING	
Course Type	Vocational	
Pre-requisite (if any)	Open for All	
Course Learning outcomes (CLO)	<p>After the successful completion of the course, the student shall be able to-:</p> <ul style="list-style-type: none"> ● Understand digital marketing, importance thereof, meaning of web site and levels of web site, difference between blog, portal & website. ● Understand the working of SEO (search engine optimization) on page optimization, off page optimization, and will learn to prepare reports ● Learn about SMO (social media optimization) like Face book, twitter, LinkedIn, Tumblr, Pinterest and other social media services optimization ● Understand paid tools like Google ad words, display advertising techniques ● Learn and apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and ad designing. 	
Expected Job Role / career opportunities	<ul style="list-style-type: none"> ● Digital Marketing Manager ● Search Engine Optimizer ● Social Media Marketer ● Content Marketer ● Content creator for AR-VR (Augmented Reality –Virtual Reality) ● SEO Specialist for voice assistance 	
Credit Value	4	

Part B- Content of the Course

Total No. of Lectures + Practical (in hours per week): L-1Hr / P-1 Lab Hr

Total No. of Lectures/ Practical: L-30hrs/P-30hrs

Module	Topics	No. of Hours
I	<p>Introduction to Digital Marketing:</p> <p>Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.</p> <p><i>Keywords: Titles, Meta Tags</i></p>	10
II	<p>Search Engine Optimization (SEO):</p> <p>On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns.</p> <p>Social Media Optimization (SMO):</p> <p>Introduction to Social Media Marketing, Advanced Facebook Marketing, Word press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools.</p> <p><i>Keywords: Google, Word press, FB, LinkedIn, Instagram, Analytics, SMO, Verbal Communication, Non- Verbal Communication, Intra personal and Interpersonal communication.</i></p>	10
III	<p>Search Engine Marketing:</p> <p>Meaning and Use of Search Engine Marketing, Tools used – Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation</p> <p>Website Traffic Analysis, Affiliate Marketing and Ad Designing:</p> <p>Google Analytics, Online Reputation Management, EMail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing.</p> <p><i>Keywords: PPC, Google Ad words, Reports, SEM, Google Analytics, Ad Design, Social Media, Affiliate</i></p>	10

Practical	
<ul style="list-style-type: none"> ● Design SEO To improve page rank of our college. ● Monitor traffic of your website using google analytics. ● Using search engine submission improves online recognition and visibility of websites. ● Designing a blog. ● Use of cross linking. ● On /Off optimization of the website. ● Design Back link and outbound link of website. ● Web Development, Audio Video Production, ● Digital Content Creation, Product & Sales review analysis 	30

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Textbooks:

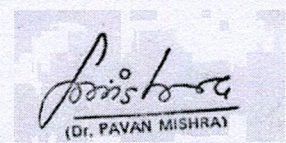
1. Ahuja Vandana Digital Marketing. Oxford University Press (2016) ISBN: 9780199455447,
2. SainyRomi, NargundkarRajendra Digital Marketing: Cases from India, Notion Press (2018) ISBN 9781644291931, 1644291932

2. Suggestive digital platforms web links:

<https://www.wordstream.com/linkbuilding#:~:text=Building%20links%20is%20one%20of,build%20links%20to%20your%20site.>
<https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/>
<https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/>
<https://www.the-web-guys.com/digital-marketing/>

Suggested equivalent online courses:

<https://onlinecourses.swyam2.ac.in>



(PROF.PAVAN MISHRA)
Chairman
Central Board of Studies (Commerce)

Part A Introduction		
Program: Certificate	Year: First Year	Session: 2021-22
Course Code	V1-COA-DTPT	
Course Title	Desk Top Publishing	
Course Type	Vocational	
Pre-requisite (if any)	Open for All	
Course Learning outcomes (CLO)	<p>After studying this Course the Student will be able to</p> <ul style="list-style-type: none"> • Understand basics of computer and its related terminology. • Write, Edit & Print documents using MS-WORD & EXCEL. • Understand various software used for Desktop Publishing and would be able to create and design documents with text and graphics like newspaper ad, wedding cards, visiting cards, greeting cards etc. • Using PageMaker, CorelDraw & Photoshop. Understand Colour concept in Printing 	
Expected Job Role / career opportunities	<p>After studying this Course the Student will be able to pursue his/her career as a/an:</p> <ul style="list-style-type: none"> • Graphic designer • Multimedia Editor • Logo Designer • Office Assistant • Desktop Publishing Operator 	
Credit Value	4	

Part B- Content of the Course

Total No. of Lectures + Practical (in hours per week): L-1 Hr / P-1 Lab Hr

Total No. of Lectures/ Practical: L-30hrs/P-30hrs

Module	Topics	No. of Hours
I	Computer Fundamentals - Generations of Computer, Advantage and disadvantage of Computer, Block Diagram of a Computer, Description of Different parts of a computer. System Software and Application Software MS Office Introduction to MS Office, Word Processing Software, Electronic Spreadsheet, MS Paint	8
II	PageMaker Introduction to various versions, concepts and applications of PageMaker Guides & rulers. Drawing tools. Fills & outlines. Photo Shop -History & introduction, the file menu, the tools, Drawing lines & shapes. Photo editing /inserting starting with Setting Up, introduction of layers, Understanding Design principles and color theory	12
III	Coral Draw - Drawing –lines, shapes .inserting-pictures, objects, tables, templates, Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, wedding cards, visiting cards, etc Design Principles & Color Harmony Introduction to colors – Primary and Secondary in both RGB & CMYK schemes/modes.	10
Practical		
	<ol style="list-style-type: none"> 1. Using windows explorer and other windows elements 2. Creating and opening a document in page maker 3. Formatting and editing a document 4. Saving and printing a given document 5. Insertion of text and graphics in a given document from external source 6. Using columns utility, to give the document column look 7. Using various fonts and styles to make a document more beautiful 8. Use of page maker to make transparencies 9. Saving and printing a file that has been created 10. Formatting a given file by using undo/redo, repeat, cut, copy, paste, delete, duplicate and clone utilities 11. Inserting objects in the drawing, aligning, ordering, grouping and ungrouping of those objects 12. Use of combine, break apart, weld, intersection, trim and separate tools in a given drawing 13. Use of mode edit tools i.e., to line, to curve, to stretch, and rotate 14. Creating special effects i.e., transform roll-up, envelop roll up, add perspective, extrude roll up, contour roll up, power line, power clip, clear effects 15. To insert character and paragraph text in a drawing and frame, setting of tabs, indents, bullets and spacing in paragraph text 16. Filling of text to a given path, aligning it to base line, straighten text and edit text 17. Using tools such as spell checker, and thesaurus 18. Using find and replace text utility and type assist 19. Adding various symbols to a drawing and creating different pattern 	30

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Desk Top Publishing From A to Z by Bill Grout and Osborne; McGraw Hill
2. DTP (Desk Top Publishing) for PC user by Houghton; Galgotia Publishing House Pvt. Ltd., Daryaganj, New Delhi.
3. ADOBE PAGEMAKER 6.5 - Shashank Jain & Satish Jain – First Edition 2001, BPB Publications.
4. DESKTOP PUBLISHING ON PC – M.C. Sharma, BPB Publications
5. Corel draw the Official Guide By Gray David Bouton , Corel Press.
6. The complete Reference Getting Started with Page Maker , McGraw-Hills
7. Adobe Photoshop CS2 Classroom In A Book (2020) , Adobe Press.
8. Computers Today S.K.Basandra, Galgotia Publications.
9. Microsoft Office : Will Train , Gini Courter, Annette Marquis BPB Publication.

Suggested equivalent online courses:

http://www.nptelvideos.com/adobe/adobe_photoshop_tutorials.php

https://onlinecourses.swayam2.ac.in/cec20_cs05/preview

https://eskillindia.org/Course/course_detail/117206920200221051647

<https://www.udemy.com/course/desktop-publishing-for-you/>

<https://www.youtube.com/watch?v=FJYgNUYUvZc>

Part A Introduction		
Program: Certificate	Year: First Year	Session: 2021-22
Course Code	V1-COS-WEBT	
Course Title	Web Designing	
Course Type	Vocational	
Pre-requisite (if any)	Open for All	
Course Learning outcomes (CLO)	<p>After studying this Course the student will be able to –</p> <ul style="list-style-type: none"> ❖ Code a handful of useful HTML & CSS examples ❖ Build semantic, HTML & CSS web page ❖ Write basic scripts ❖ Use Names, Objects, and Methods ❖ Add Interactivity to a Web Page ❖ Create Dynamic Web Pages using Java Script in HTML forms. 	
Expected Job Role / Career opportunities	<p>Job Role - Web Designer / Front End Developer/ Creative Ad Designer</p> <p>Job Description – Web designers develop functional and appealing web pages, websites, web applications, online advertisements for individuals, businesses and government agencies to establish their online presence. They use knowledge of computer programming and graphic design to create websites that meet client needs.</p> <p>Career Opportunities –</p> <p>Typical employers of web designers are –</p> <ul style="list-style-type: none"> ❖ Software companies ❖ IT consultancies ❖ Specialist web design companies ❖ Large corporate organisations ❖ Any organisation that uses computer systems ❖ Self-employment/freelance work is often possible for individuals with appropriate experience. ❖ Vacancies are advertised online, by career services and by recruitment agencies. 	
Credit Value	(4) Theory – 2 Practical – 2	

Abhilasha Kumar
Chairman, Central Board of Studies, Computer Science

Part B- Content of the Course

Total No. of Lectures + Practical (in hours per week): **L-2 Hrs / P-2 Hrs**

Total No. of Lectures/ Practical: **L-30hrs/P-30hrs**

Module	Topics	No. of Hours
I	<p>Introduction to Internet- World Wide Web, Internet Addressing, Browser, URL, Web server, website, homepage, Domain Name. Basic concepts.</p> <p>Softwares for Web Designing - Notepad/Notepad++, Dreamweaver, Blue Griffon, Net beans, Sea Monkey, Word press, Sublime.</p> <p>Introduction to HTML: HTML Tags and Attributes, HTML Basic Tags, Formatting Tags, HTML Color Coding, Div and Span Tags for Grouping. Lists: Unordered Lists, Ordered Lists, Definition list. Images: Image and Image Mapping</p> <p>Hyperlink: URL - Uniform Resource Locator, URL Encoding. Table: <table>, <th>, <tr>, <td>, <caption>, <thead>, <tbody>, <tfoot>, <colgroup>, <col>. Attributes Using Iframe as the Target</p> <p>Form: <input>, <textarea>, <button>, <select>, <label> Headers: Title, Base, Link, Styles, Script HTML Meta Tag, XHTML, HTML Deprecated Tags & Attributes</p>	6
II	<p>CSS: Introduction, Features and benefits of CSS, CSS Syntax, External Style Sheet using <link>, Multiple Style Sheets, Value Lengths and Percentages.</p> <p>Selectors: ID Selectors, Class Selectors, Grouping Selectors, Universal Selector, Descendant / Child Selectors, Attribute Selectors, CSS – Pseudo Classes.</p> <p>Color Background Cursor: background-image, background-repeat, background-position, CSS Cursor</p> <p>Text Fonts: color, background-color, text-decoration, text-align, vertical-align, text-indent, text-transform, white-space, letter-spacing, word-spacing, line-height, font-family, font-size, font-style, font-variant, font-weight.</p>	5
III	<p>Lists Tables: list-style-type, list-style-position, list-style-image, list-style, CSS Tables (border, width & height, text-align, vertical-align, padding, color)</p> <p>Box Model: Borders & Outline, Margin & Padding, Height and width, CSS Dimensions.</p> <p>Display Positioning: CSS Visibility, CSS Display, CSS Scrollbars, CSS Positioning (Static Positioning, Fixed Positioning, Relative Positioning, Absolute Positioning), CSS Layers with Z-Index.</p> <p>Floats: The float Property, The clear Property, The clearfix Hack.</p>	5

Abhilasha Kumar
Chairman, Central Board of Studies, Computer Science

IV	<p>The JavaScript: Nature of JavaScript, Script Writing Basics, Enhancing HTML Documents with JavaScript, The Building Blocks.</p> <p>Introduction to JavaScript, JavaScript Engines, Values, Variables and Operators, Variable Mutation, Basic Operators, Operator Precedence, JavaScript Types, Types Definition, Types in JavaScript, Objects, Type Conversion and Coercion, Static vs Dynamic Type Checking.</p> <p>JavaScript Conditionals: Introduction to Conditionals, Conditionals in JavaScript, Ternary Operators and Conditionals. Conditional Ladder & Switch statement.</p> <p>JavaScript Arrays: Introduction to Arrays, Declaring and Mutating Arrays, Array Methods and Properties, Replication with Array Methods, Multi-dimensional Arrays.</p>	7
V	<p>JavaScript Loops: Introduction to Loops, Loops in JavaScript, While and Do/While Loops, For Loops, Break and Continue in Loops, Iterating Arrays, Iterating Objects.</p> <p>JavaScript Functions: Introduction to Functions, Functions in JavaScript, Nested Functions in JavaScript, Arrow Functions in JavaScript, Function as an Argument, Function as the Returned Object,</p> <p>JavaScript Scope: Scope Introduction, Scope in JavaScript, Lexical Scope, Module Scope.</p> <p>Method of Adding Interactivity to a Web Page, Creating Dynamic Web Pages; Concept of Java Scripting the Forms.</p> <p>Java Scripting the Forms, Basic Script Construction, Talking to the Form Objects, Organizing the Objects and Scripts, Field-Level Validation, Check Required Fields like Validating Zip Code, Automated Formatting, Format Phone, Format Money, Automatic Calculation, Calculate Expiration Date, Calculate Amount etc</p>	7

Practicals		
<ol style="list-style-type: none"> 1. Design a home page which displays information about your college department using headings, HTML entities and paragraphs. 2. Implement different type of list tags in the college department homepage. 3. Create a webpage for any clinic using marquee and HTML formatting tags. 4. Create 3 Hyperlinks in home page connecting it to 3 different pages. 5. Create 3 hyperlinks in a page, which jumps to 3 different headings on same page. 6. Insert image(s) and iframe in a webpage. 7. Design a page with image of block diagram of computer, mapping each component as area with specific co-ordinates which when clicked may give their detail. 8. Create a web page having two frames, Frame 1 containing links and another with contents of the link. When link is clicked appropriate contents should be displayed on Frame 2. 9. Design a timetable and display it in tabular format. 10. Demonstrate difference between "get" and "post" method of form tag in a form with name and password text fields. 11. Design an admission form for any course in your college with text, password fields, drop-down list, check-boxes, radio buttons, submit and reset button etc. 12. Create a website for online book store with Home, Login, Catalogue, Registration page with links to all these pages in a menu on top of every page. Embed heading, paragraph, images, video, iframe, form controls, table, list in this website. 13. Write a CSS style specification rule that would make all unordered lists (tags) have square bullets and a purple background. 14. Create a HTML form with the use of cascading style sheets. 15. Design a web page of your Home town with a attractive background color, text color, an image, font face by using Inline CSS formatting. 16. Create a catalog for an online shopping company that sells music records using style sheets. 17. Create a sample code to illustrate the Inline style sheet for your web page. 18. Create a sample code to illustrate the External style sheet for your web page 19. Design a web page by using different CSS border styles. 20. Demonstrate the use of CSS Box Model. 21. Change the color of all elements with the class "colortext" to "Blue". 22. Set different margins for all four sides of a paragraph. 	15	

1. Write a JavaScript program to display the current day and time .
2. Write a JavaScript program to remove a character at the specified position of a given string and return the new string.
3. Write a JavaScript program to get the current date.
4. Write a JavaScript program to find the area of a triangle.
5. Write a JavaScript program to determine whether a given year is a leap year.
6. Write a JavaScript program to calculate multiplication and division of two numbers.
7. Write a JavaScript program to convert temperatures to and from Celsius, Fahrenheit.
8. Write a JavaScript program to check whether a given positive number is a multiple of 3.
9. Write a JavaScript program to change the case of a string.(i.e upper case to lower case and vice-versa).
10. Write a JavaScript program to compute the sum of elements of given array of integers.
11. Develop and demonstrate a HTML file that includes JavaScript script for taking a number n as input using prompt and display first n Fibonacci numbers in a paragraph.
12. Develop and demonstrate a HTML file that includes JavaScript script for taking full name in a text field and display first, middle, last name in 3 different labels. Middle and last name may be optional, thus message like "NA" should be displayed in corresponding labels. If input contains 2 words, then they should be considered as first and last name.
13. Develop and demonstrate a HTML file that includes JavaScript script for switching an image source for a image on click of "change" and "original" button.
14. Design HTML form for keeping student record, apply JavaScript validation in it for restriction of mandatory fields, numeric field, email-address field, specific value in a field etc.
15. Write a JavaScript code that displays text "Bigger Text" with increasing font size in the interval of 10ms in red color, when the font size reaches 50pt it displays "Smaller Text" in green color. Then the font size should decrease to 5pt and then stop.

Part C-Learning Resources

Text Books, Reference Books, Other resources

1. Suggested Readings:

- Jon Duckett, HTML And CSS: Design And Build Websites, Wiley
- Jon Duckett, JavaScript And JQuery: Interactive Front-End Web Development, Wiley
- Jennifer Niederst Robbins, Learning Web Design: A Beginner's Guide To HTML, CSS, JavaScript, And Web Graphics, O'reilly
- Steven M. Schafer, Html, XHTML, And CSS Bible, Wiley
- Felke-Morris, Basics Of Web Design: Html5 & Css3, 5th Edition, Pearson Education, 2019.
- Felke-Morris, Web Development & Design Foundations With Html5, 10th Edition, Addison-Wesley, 2020.
- Ian Pouncey, Richard York, Beginning CSS: Cascading Style Sheets For Web Design, Wiley India.
- Thomas A Powell, The Complete Reference To Html
- Lee Anne Philips, Using Html, PHI
- C. Xavier, World Wide Web Design With Html,
- Xavier C, Web Technology And Design, New Age International
- Laura Lemay, Mastering Html, CSS & JavaScript Web Publishing
- Dt Editorial Services, Html 5 Black Book - Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and JQuery, DreamTech Press Publication

2. Suggestive digital platforms web links:

- <https://www.w3schools.com/>
- <https://spoken-tutorial.org/>
- <https://www.doc-developpement-durable.org/file/Projets-informatiques/cours-&manuels-informatiques/htm-html-xml-ccs/Sams%20Teach%20Yourself%20HTML,%20CSS,%20and%20JavaScript%20All%20in%20One.pdf> (PDF: 608 pages)
- <http://www.nematrian.com/Pages/HTMLCSSJSCombined.pdf> (PDF: 514 pages)
- https://www.daoudisamir.com/references/vs_ebooks/html5_css3.pdf (PDF: 681 pages)

Suggested equivalent online courses:

- <https://nptel.ac.in/courses/106/105/106105084/> (NPTEL Course: Internet Technology – Part of the Course)
- https://onlinecourses.swayam2.ac.in/aic20_sp11/preview (HTML and CSS)
- <https://www.coursera.org/learn/html-css-javascript-for-web-developers#syllabus> (HTML, CSS, and JavaScript for Web Developers)
- <https://www.classcentral.com/course/html-css-javascript-for-web-developers-4270> (HTML, CSS, and JavaScript for Web Developers)
- <https://www.classcentral.com/course/duke-programming-web-4256>
- <https://www.coursera.org/learn/duke-programming-web> (Programming Foundations with JavaScript, HTML and CSS)