



Royal



COMPUTER



Teacher's Manual
(Class 6, 7 & 8)

Teacher's Manual

Royal Computer (Class-6)

CHAPTER I : INFORMATION TECHNOLOGY ESSENTIALS

A. 1. (iv) 2. (iii) 3. (ii) 4. (iv) 5. (ii) **B.** 1. Hardware 2. laptop computers 3. Scanner 4. Digitizing 5. universal product code 6. digital video disk 7. Processing 8. Output **C.** 1. T 2. F 3. F 4. F 5. T 6. T 7. T **D.** 1. Input, processing output and storage is the processing cycle. In computer technology, you input information, It processes that information and then gives you a result. You then store that information. 2. Input means getting data into the computer so that it can be processed. The data into the computer can be input with the help of various input devices as keyboard, mouse, scanner, joystick etc. 3. **(i) Keyboard** : Keyboard is one of the most important input device primarily used for typing text. Its layout is similar to that of a typewriter. Above the rows of letters there is a row for numbers and at the top there is a row of function keys labelled F1 through F12. There are also special keys like capslock, numlock, delete, shift, space bar, enter keys, cursor keys etc. **(ii) Mouse** : A mouse is a pointing device use to move the point on the screen. As you move the mouse on the mouse pad, the cursor move on the screen. A mouse usually has two or three buttons and a scroll button. Pressing and releasing the mouse button is called clicking. A mouse is also a input device. **(iii) Touch pad** : Some laptop computers provide a touchpad instead of a mouse as a pointing device. You move your of finger across the pad to position the cursor, then use your thumb to press, the equivalent of the mouse 'button'. **(iv) Scanner** : A scanner works like a photocopier to transfer pictures or text into the computer. If you don't have a digital camera, with the help of a scanner you can scan your photos into a PC, then organize or enhance them with photo editing software. 4. **Dual Purpose Devices** : The devices that can be used to perform both functions-input and output-are called Dual Devices. These devices are also called Dual Purpose Devices or Both Input/Output Devices. With the help of a dual purpose device, we can enter data into computer as well as we can output data from the computer to outside world. For example, Dual devices include: Touch Screen Monitor, Modem, Network Interface Card, Sound card, Hard disk drive, Floppy disk Drive, Magnetic Tape Drive CD-Writer and DVD-Writer etc. These are also called Input/output devices, because they perform both functions. 5. **Processing** : Processing involves using a computer to make calculations (when you want to manage your money) or to move text from one paragraph to another (when you write a report). A Spelling and grammar checker can analyze what you write and highlight errors. The Central Processing Unit (CPU) is the brain of the computer that

handles those tasks. The rate at which the CPU can process data is known as the clock speed. 6. ROM is used for storing programs while RAM is used by programs to hold temporary data RAM is a type of memory that can be accessed non-sequentially while ROM is a type of memory that is only read in typical operation. ROM is non-volatile while RAM is volatile. RAM is considerably faster than ROM 7. (i) The monitor displays the video and graphics information generated by the computer through the video card. Monitors are very similar to televisions but usually display information at a much higher resolution. (ii) A printer is a piece of hardware for a computer. It is a device that must be connected to a computer which allows a user to print items on paper, such as letters and pictures. It can also work with digital cameras to print directly without the use of a computer. (iii) The hard disk drive is the main, and usually largest, data storage device in a computer. The operating system, software titles and most other files are stored in the hard disk drive.

CHAPTER 2 : COMPUTER SOFTWARE

A. 1. (iv) 2. (iii) 3. (iv) 4. (i) **B.** 1. programming 2. Microsoft word 2007 3. database 4. Database 5. Nero start smart 6. Turbo tax and tax cut

C. 1. Software refers to the operating instructions and applications that allow computers to process the number, pictures, sounds, and text we enter into them. We can touch the disk that contains the software, but not the lines of programming code that make up the software. Without software, the computer cannot work. Without software, the hardware would be useless. 2. (i) Microsoft Word 2007 is a word processing program that includes several formatting features that can be applied to words, lines, paragraphs, pages or entire documents. (ii) An Excel spreadsheet can calculate elements of a business proposal, such as operating expenses and display them in a chart. 3. Presentations are slide shows that can be viewed on the computer or projected on to a large screen. The shows can include clip arts, graphs and charts, photos, drawings, video chips, sound and text. Features such as arrows and boxes that fly into the screen and slide transition effects provide the attention-getting movement that appeals to sales people and teachers. 4. Photo editing software is used for organizing, retouching, and editing photographs and videos that have been saved on CDs and DVDs scanned in, or transferred directly from the camera to the PC. Paint shop pro, photo explosion and picture project allow you to edit photos. Video editing software such as Arc Soft Video Impression can be used to edit video clips to remove the scenes you took of your feet when you forgot to stop recording, or to add music or to rearrange the scenes to create more logical flow-or a more creative one. You can also edit the audio tracks. Audio editing program lets you transfer music from cassette tapes and vinyl records to CDs, iPods and MP3 players. With it you can remove noise, clicks

Royal Computer (6-8)

and crackle add reverb and other effects. 5. Graphics and Drawing softwares are used for web pages, posters, marketing brochures and greeting cards. A digitized pen and tablet may seem to be a requirement for using drawing applications, but you can do amazing things with a mouse by picking a circle from a group of shapes and making it larger or smaller or turning it into an oval. Free graphics and drawing software include inscape, and open office Draw.etc.

CHAPTER 3 : WINDOWS 7

A. 1. (i) 2. (iv) 3. (iv) **B.** 1. Operating system 2. Character user Interface 3. CUI 4. Graphic user interface 5. Taskbar **C.** 1. MS-Windows is a popular operating system that provides a Graphical User Interface to work on the computer. It is developed by the Microsoft corporation and was first launched as a full fledged operating system for personal computers as Windows 95. 2. The operating system that provides the Character User Interface (CUI), where the user is required to write commands at the command prompt to interact with the computer. MS-DOS and UNIX are examples of CUI based operating system, where as the operating systems that provide a Graphical User Interface (GUI), where the user can work on the computer by clicking on easy to understand icons. Users need not write/remember long commands to work on the computer. MS-windows, Linux, Mac OS are GUI based operating systems. 3. (i) **Desktop** : The entire screen is called desktop. When you start running Windows on your computer, the first screen you get is the desktop. (ii) **Start Button** : Start Button is present on the lower left corner of the screen. The start button is used to explore Windows. You can click on the start button to start a program, open a document, find items on your computer or even turn off the computer. 4. *Steps to create a folder* at my computer window : (i) At the Windows 7 desktop, click the start button on the taskbar and then click my computer at the start menu. (ii) Double click the storage medium label on which you copied the folder. (iii) Right click on the disk and then point to new, and then click folder option. (iv) Type the "Tree" name and then press enter. 5. At the my computer window, right click local disk (C): in the contents pane and then click properties at the pop-up menu. With the General tab selected, information displays about used and free space on the drive. 6. File 7. Folder

CHAPTER 4 : MICROSOFT WORD 2007

A. 1. (iv) 2. (ii) 3. (iii) 4. (iii) **B.** 1. Microsoft word 2007 2. microsoft word 3. The office button 4. spelling 5. Grammar checker **C.** 1. Of all computer applications, word processing is the most common. Word processing, enables you to create a document, store it electronically on a disk, display it on a screen, modify it by entering commands and characters from the

keyboard, and print it on a printer. The great advantage of word processing over using a typewriter is that you can make changes without retyping the entire document. If you make a typing mistake, you simply back up the cursor and correct your mistake. If you want to delete a paragraph, you simply remove it. 2. (i) The office button stores commonly used commands like to open, save and print document. (ii) Ribbon gives you all the options to work from a single area. (iii) Quick Access toolbar contains that the frequently used commands like new, open, save and spelling check can be added here in the form of button. 3. (i) Click the Review tab and then click the spelling & grammar button ABC in the proofing group. (ii) You can easily change the word which is misspelt by the suggestion list box. (iii) When the sentence that begins space are limited . . . is selected, click the explain button, read the information on subject verb agreement that displays in the word help window, and then click the close button. 4. **Ignore Rule** during grammar checking, leaves currently selected as written and ignores the current rule for remainder of the grammar check. **When as change** replaces selected word in sentence word in suggestions list box. 5. Thesaurus is a program is used to find synonyms, antonyms and related words for a particular word.

CHAPTER 5 : ADVANCED OPTIONS IN MS-WORD

A. 1. (iii) 2. (iv) 3. (iii) 4. (iii) **B.** 1. template 2. Ctrl+Shift+F 3. symbol palette 4. page layout 5. word's labels **C.** 1. Ctrl+Shift+P 2. Ctrl+B 3. Ctrl+I 4. Ctrl+= 5. Ctrl+Shift++ 6. Ctrl+L 7. Ctrl+E 8. Ctrl+R 9. Ctrl+J **D.** 1. Templates are pre-defined format of a document. 2. When we want to change the font, font size and font style, change the font colour, choose an underline style and apply formatting effects, we use font dialog box. 3. Click the Insert tab and then clicking the symbol button in the symbol group. Click the desired symbol to insert it in the document. To display additional symbols, display the symbol dialog box by clicking the symbol button and then clicking the more symbols option. Click the desired symbol at the dialog box, click the insert button, and then click the close button. At the symbol dialog box with the symbols tab selected, you can change the font and display different symbols. Click the special characters tab at the dialog box and a list displays containing special characters and the keyboard shortcuts to insert the characters. 4. (i) Click Page layout tab. (ii) Click watermark button. (iii) Click desired watermark option. 5. Mailing labels are commonly used on letters and packages to identify the addressee and the sender information.

CHAPTER 6 : MS-EXCEL 2007

A. 1. (i) 2. (ii) 3. (i) 4. (ii) **B.** 1. file, workbook 2. cell 3. Location in the worksheet 4. Sheet tabs 5. Status bar 6. Cell pointer 7. Data **C.** 1. MS-Excel is a software used to create worksheets on computer. 2. Worksheet is the tabular area in *Royal Computer (6-8)*

an Excel window in which you enter data and perform functions. An excel workbook initially contains three worksheets labelled sheet 1, sheet 2, and sheet 3. Cell pointer refers to the boundary of the highlighted cell or cells that are selected. 4. Excel is an excellent software program to keep large amount of data and records. Some of the advantages are listed below : (i) Data can be maintained in systematic manner in a tabular form. (ii) Addition, subtraction and other basic calculations can be performed easily on a large amount of data. (iii) Data can be updated with much more ease. One does not have to rewrite the whole data as in the case with paper files. (iv) Data can be presented in the form of charts. 5. **Types of Data Entered in Excel** There are three types of data that can be entered in a worksheet. (i) Text data (ii) Numeric data (iii) Formula Numbers and formula are together called values. In Excel, values are used for calculations. 6. **(i) Tabs** : Commands and features in the ribbon are organized into related groups which are accessed by clicking a tab name. **(ii) Ribbon** : Area from which commands and features for performing actions on a cell or worksheet are accessed. **(iii) Sheet tabs** : Identifies the worksheets in the workbook. Use these tabs to change the active worksheet. **(iv) Quick Access Toolbar** : Contains button for commonly used commands which can be executed with a single mouse click.

CHAPTER 7 : MS-POWERPOINT 2007

A. 1. (iv) 2. (iii) 3. (ii) 4. (iii) **B.** 1. In MS PowerPoint 2. Quick Access 3. Slide Pane 4. Tabs 5. home 6. Ctrl+N 7. outline pane, slide pane, notes pane **C.** 1. PowerPoint is a graphics presentation program you can use to organize and present information. With PowerPoint, you can create visual aids for a presentation and then print copies of the aids. 2. Slide layouts define containers, positioning, and formatting for all of the content that appears on a slide. Placeholders are the containers in layouts that hold such content as text (including body text, bulleted lists, and titles), tables, charts, Smart Art graphics, movies, sounds, pictures, and clip art. Microsoft Office PowerPoint 2007 includes nine built-in slide layouts, or you can create custom layouts that meet your specific needs and that you can share with other people who create presentations by using PowerPoint. 3. **(i) Office Button** : Displays as a Microsoft office logo and, when clicked displays a list of options and most recently opened presentations. **(ii) Tabs** : contains commands the tabs and commands divided into groups. **(iii) Slides/ Outline Pane** : Displays at the left side of the window with two tabs– slides and outline. With the slides tab selected, slide miniatures are displayed in the pane. With the outline tab selected, presentation contents are displayed in the pane. (iv) Notes pane add notes to a presentation. 4. 1 Choose the Outline/Slides task pane by clicking "View" on the standard tool bar and "Normal" from the dropdown menu of options. 2. Select where to insert your new slide from the Outline/

Slides task pane (found on the left side of your screen) by clicking your mouse between the slides. Once selected, a black line will appear where the new slide should be inserted. 3. Click the right mouse button for a menu of options and chose "New Slide." your new slide is now inserted into the slide show. 4. Repeat Steps as necessary to insert additional slides. 5. Run a presentation in powerpoint normally, advance the slide to automatically or setup a slide show to run continuously for demonstration purposes. To run side manually follow these steps : (i) Open your completed presentation. (ii) Go to the Slide Show menu and select View Show or press the **F5 function key**. (iii) Single click to advance each slide or let the transition effects you included in the presentation automatically advance the slides. (iv) Press the "S" key or Plus (+) key to pause the presentation. (v) Single click to continue the presentation. (6) Press the Page Up or Page Down keys to go forward or back in the presentation.

CHAPTER 8 : NETWORKING

A. 1. (iv) 2. (ii) 3. (iv) 4. (i) **B.** 1. Hardware and Software designed for the sharing of information 2. Servers 3. Hubs 4. Switches 5. twisted pair cat 5 cable 6. Wi-Fi 7. TCP/IP **C.** 1. Local Area Network 2. Wide Area Network 3. Internet Service Provide's 4. Transmission Central Protocol/Internet Protocol 5. Hyper text Transfer Protocol 6. Simple mail Transfer Protocol 7. File Transfer Protocol. **D.** 1. The network allows computers to communicate and to share resources. 2. **LAN** : (i) LAN stands for Local Area Network (ii) The network is spread to a very small location. (iii) LAN's have high data transfer rate. Networking is an organisation is a LAN. **WAN** : (i) WAN stands for Wide Area Network (ii) The network is spread world wide. (iii) WAN's have lower data transfer rate. Internet is a example of WAN. 3. Peer to peer is an approach to computers networking where all computers share equivalent responsibility for processing data. Peer to peer networking (also known simply as peer networking) differs from client server networking, where certain devices have responsibility for providing or 'serving' data and other devices consume or other wise act as 'clients' of those servers. 4. A protocol is a generally accepted agreement on how to behave in a certain situation. Computer protocols are international agreements on how to manufacture hardware and software and how to send data from one computer to another. 5. TCP/IP defines the rules for sending and receiving data from one network with the internet protocol address. FTP provides a way to send files between computers with incompatible operating systems. It is also used for downloading files that are too large for e-mail attachments, such as PowerPoint presentations, videos, or large graphic files. 6. (i) **Internet** : The internet is a global network of computers that allows data of all types and formats to be passed freely from one computer to another. The web, e-mail and FTP are different parts of the internet. (ii) **WWW** : The world *Royal Computer (6-8)*

wide web is a collection of hypertext files, containing graphics, audio and video that can be accessed on the internet, The web is only a part of the Internet.

CHAPTER 9 : INTERNET

A. 1. (iv) 2. (iv) 3. (ii) 4. (i) **B.** 1. Internet 2. Web Page 3. Variety of 4. Uniform Resource Locator 5. @ (at) 6. e-mail address. 7. Blind Carbon Copy **C.** 1. F 2. F 3. F 4. T 5. F **D.** 1. The internet is a network of networks. The internet is the medium for the transmission of many types of data like text, pictures, and even live sound and audio. 2. The internet is a network of networks where as the www is a way of accessing information over the internet 3. The requirement of connecting to the internet are as follows (i) A computer with a high speed processor and enough memory (ii) Modem that will connect you with other computers and interpret the data being sent and forth. (iii) The Internet Service Provides that provide you with a subscription that allows you to access the internet. (iv) A web browser that helps you to view web pages. 4. E-mail stands for electronic mail. It is a way to communicate and send messages, audio, video. and animation files over the internet. 5. The fields which appear in the composing window. are: **To** : Enter the e-mail address of the person you are sending the e-mail to. **Subject** : Enter the short description for your message. **CC** : It full form is carbon copy. Enter the e-mail address of the person (s) to whom, you want to send the copy of the e-mail. **BCC** : It stands for Blind carbon copy. Enter the e-mail address of the person's to whom, you want to send the copy of the e-mail but, don't want the main recipient to know about it. 6. **(i)** A modem is a device that will connect you with other computers and interpret the data being sent back and forth. **(ii) BCC** : The full form of Bcc is Blind carbon copy. Enter the email address of the person (s) to whom, you want to send the copy of the email text, don't want the main recipient to know about it.

CHAPTER 10 : VIRUS AND ANTIVIRUS

A. 1. (iv) 2. (iv) 3. (iv) 4. (iv) **B.** 1. Replicating 2. files and folders 3. Spyware 4. operating system 5. Storage media, networks or internet. Quick Heal, MacAfee,, Norton **C.** 1. F 2. T 3. T 4. F 5. T **D.** 1. Computer virus is a software written with malicious intention of causing harm to the programs and data stored in the system. 2. Computer viruses are classified according to their nature of infection and behaviour. On the basis of their working and behaviour following types of viruses are there : **(i) Worms** : Worms are programs that can spread themselves to any other computer connected to the Internet or any other network. They are easily spread when you open an e-mail attachment or click a hyperlink embedded in the text. The file and link names are often made up of foreign words or seemingly random strings of characters. **(ii) Spyware** : Spyware takes advantages of cookies, the small

files that websites put on your computer to remember who you are on your next visit. **(iii) Adware** : Adware looks at files on your computer and then sends pop up advertisements that try to sell you products and service. Although annoying, adware is not usually destructive, but it can slow down your processor and your internet access significantly. **(iv) Macro Viruses** : These types of viruses destroy the data stored by you causing irrecoverable damage sometimes. They can easily spread from our computer to another on the network or through internet as most of the time data files are transferred from one system to another. **(v) Stealth Viruses** : These type of viruses have the capability to change their appearance by changing their codes. 3. Viruses programs are created in such a way that they can easily replicate itself once entered in the computer system. As soon as an infected programs is executed, the virus code is executed first and starts creating its copies to the other programs or boot records. They spread automatically from one system to another through storage media, networks or Internet. 4. (i) A virus can slow down the speed of your computer. (ii) The computer can run out of the available memory because of virus. (iii) Data files may be damaged or corrupted. 5. Antivirus software is a utility program that detects and remove the viruses from the system. Some of the antivirus softwares are : (i) Quick Heal (ii) MacAfee (iii) Norton etc.



Teacher's Manual

Royal Computer (Class-7)

CHAPTER I : INSIDE AND OUTSIDE THE CPU CABINET

A. 1. (iii) 2. (iii) 3. (iii) 4. (iii) **B.** 1. fibre 2. microprocessor 3. RAM 4. Rom 5. Program 6. Expansion slot, circuit 7. Direct current **C.** 1. (ii) 2. (iii) 3. (v) 4. (i) 5. (iv) **D.** 1. A system unit is the part of a computer that houses the primary devices that perform operations and produce results for complex calculations. It includes the motherboard, CPU, RAM and other components, as well as the CPU cabinet. This unit performs the majority of the functions that a computer is required to do. The term system unit is generally used to differentiate between the computer itself and its peripheral devices, such as the keyboard, mouse and monitor. 2. All the electronic components in a system are mounted on a piece of glass called the motherboard. In a PC, the motherboard contains the bus, CPU and co-processor sockets, memory sockets, keyboard controller and supporting chips. 3. The CPU sits in the motherboard as the central unit. All of the other hardware components and programs installed on the system unit must go through the CPU before their function can be carried out. The CPU's job function is the important and enormous. When a function, program or piece of data is called, the CPU pulls it from RAM and any other hardware is order to process it. the CPU then reads the instructions that the CPU receives pertains to calculations and data transportation. The system bus is the trail that the data must travel before it is executed. It is the CPU's job to make sure that the data is guided through the system bus to be processed by the CPU and then on to the next step. With every stop on the system bus, the CPU makes sure that the data gets there in the correct order. 4. RAM (Random Access Memory) and ROM (Read Only Memory) are two types of computer memories that are integrated in a computer to modulate the processor, to accurately and rapidly access the information stored in the computer. Even though both the RAM is used to stockpile the code for programs that are seen under the processor. RAM is used to clutch the temporary information that is produced and used by the processor. The name random access memory reflects that the user can instantaneously access any area of the memory without referring the entire memory space. The RAM memory is volatile innature, i.e. the memory stored in the RAM is temporary and will be lost when the power gets switched off. In case of ROM, it is non volatile and the information stored in the ROM is permanent and will not be crossed off during the power off. 5. A CPU also called as microprocessor which is also known as central processing unit, is your computer's brain. It processes the transactions in applications and programs. The processor demands your computer what to do. Nowadays, processors has come quad core, triple core and dual core. A co-processor is a unique set of circuit. It is used in enhancing the functions of the primary

processor. If is intended to direct the performance and the functions of the microprocessor, coprocessors also customizer the computer. It has a quick performance then the primary processor. 6. (i) Socket– Cable plugged in this socket carry system supply from the electrical outlet to your system unit. (ii) Port– When referring to a physical device, a hardware port is a hole or connection found on the back of a computer, hardware port allow computer to have access to external devices such as computer printers, scanners etc. (iii) **CMOS** : Complimentary metal oxide semiconductor is used to store configuration information about the computer, such as the type of disk drives, keyboard and monitor, the current date and time and other start up information needed when the computer in turned on. CMOS chips use battery power to retain information even when the power to the computer is turned off. Battery backed CMOS memory thus keeps on maintaining the calender, data and time current even when the computer is off. (iv) **USB Port** : USB stands for Universal Serial Bus. It is the most common type of computer port used in today's computers. It can be used to connect keyboards, mice, game controllers, printer, scanners, digital cameras and removable audio devices. With the help of a few USB hubs you can attach 127 peripherals at a time.

CHAPTER 2 : NUMBER SYSTEM

A. 1. (iv) 2. (iii) 3. (ii) 4. (iii) **B.** 1. Number system 2. Base of radix 3. 0, ON/OFF 4. Positional and Double Babble 5. American standard code for Information Interchange. **C.** 1. iii 2. iv 3. ii 4. v 5. i **D.** 1. Computer systems use electric circuits which exist in only one and two states–the binary number system is a method of representing numbers that counts by using combinations of only two numbers -zero (0) and none (1). The computer only recognizes two states, ON or OFF. Binary simplifier information processing. Because there must always be at least two symbols for a processing system to be able to distinguish significance or purpose, changes is binary is the smallest numbering system that can be used. 2. **Decimal number system** : The prefix deci stands for 10. The decimal number system is a base 10 number system. There are ten symbols that represent quantities 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, each place value in a decimal number is a power of 10. 3. **Octal or Base** : 8 numbers uses eight symbols : 0, 1, 2, 3, 4, 5, 6 and 7 and position plays a major role in expressing their meaning. Hexadecimal or Base -16 number uses system symbols; 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, and E, and position plays a major role in expressing their meaning. 4. ASCII full form is American standard code for information interchange. It is a code for representing English characters as numbers, with each letter assigned a number from 0 to 127. Most computers use ASCII codes to represent text, which makes it possible to transfer data from one computer to another.

CHAPTER 3 : WINDOW 7

A. 1. (iv) 2. (iii) 3. (i) 4. (i) **B.** 1. GUI (Graphical User Interface) 2. Programs 3. Folder 4. Automated Teller Machine 5. DVD 6. Storage **C.** 1. The windows operating system is a GUI based operating system that has small pictures. With

the help of these small pictures called icons. You can communicate with the computer easily. These icons provide an easy access to files. Its two features are : (i) You can run and view more than one program at a time. (ii) It provides us the facility to browse the internet and use multimedia programs. 2. Control panel is an icon on desktop from where you can control the setting of your computer. with the help of a control panel you can do the following tasks efficiently : (a) Change the background of the desktop and set a screen saver. (b) Set date and time and can change their format. (c) Remove or install the software from or on the hard disk. (d) Can change the hardware settings. 3. To save a file on a pen-drive follow these steps : (a) Insert a pen drive in the USB port of your computer. (b) Copy the file from the hard disk by right click copy option. (c) Now open the pen drive from my computer device icons. (d) Click on pendrive option (e) A window opens and shows the existing file in pen drive or blank on right pane. (f) Right click on right pane and click on paste option. (g) The files is copied from hard disk to pen drive. 4. File is a collection of related information stored together where as a folder is like a cabinet or shelf where we keep relevant files 5. **Touch screen** : A touch screen is a display which can detect the presence and location of a touch within the display area. Inputs are given by simply touching the right option. There is no need of a mouse or a keyboard. This is commonly used in ipods and mobile phones. (ii) **ATM** : The full form of ATM is Automated Teller Machine. ATM helps you to take out money around the clock. To do transactions through an ATM, you need an ATM card. The card has a thin magnetic strip which is interpreted by the computer fitted inside the ATM machine. Inputs are given by pressing buttons or sometimes by the means of touch screen.

CHAPTER 4 : MS WORD 2007

A. 1. (iv) 2. (ii) 3. (iv) 4. (i) **B.** 1. MS-word 2. Ruler, Ruler 3. 8.5, 11 inches 4. Page layout 5. Insert 6. Columns and rows **C.** 1. MS word is an application software used for word processing, introduced by Microsoft corporation. The main features of MS word are : (a) It can produce letters, reports, notices, newsletter, books or bills quickly and effectively. (b) Modify the text while typing or after typing the text. 2. Tab indicates that initial place from where we can start typing word offers a variety of default settings including left tabs at ever 0.5 inch. You can set your own tabs using the ruler or as the tabs using the ruler or at the tabs dialog box. 3. A word contains a number of predesigned formats grouped into styles sets called quick styles. Styles are also available in the styles window. Styles are used to display additional available styles. 4. Themes are used to apply formatting to a document. A document theme is a set of something choices that include a colour theme (a set of colours), a font theme (a set of heading and body text fonts) and an effects theme (a set of lines and fill effects). Apply a theme with buttons in the themes group in the page layout tab. 5. Table is a word's very useful feature for displaying data in columns and rows. You can create a table using the table button in the insert tab or with options at the insert table dialog box- Tables have cells. A cell is a box created by the

intersection of rows and columns. Rows are numbered from top to bottom. Columns are lettered from left to right. You can add or delete columns or rows in a table.

CHAPTER 5 : EDITING AND FORMATTING IN MS-EXCEL

A. 1. (i) 2. (ii) 3. (ii) 4. (iv) 5. (i) **B.** 1. MS Excel software 2. Columns 3. Find 4. Find and select 5. Numerical 6. Worksheet **C.** 1. The MS-Excel software allows you to organize data into rows and columns in a worksheet. Each worksheet has a total of 16, 384 columns and 1,048,576 rows. It can also perform simple calculations like addition, subtraction, multiplication etc on the data given in these rows and columns very fast. This feature of MS-Excel is very useful especially in financial applications. It is also very helpful for teachers compiling examination results. 2. (i) Cells are formed by the intersection of rows and columns. They are identified by row and columns numbered 1, 2, 3, 4 and so on, whereas columns are named phonetically as A, B, C, D and so on. (ii) Range Reference 3. To adjust the column width perform the following steps : (a) Select columns. (b) Click format button in cells group. (c) Click width. (d) Type desired width. To adjust row height perform the following steps : (a) Select rows. (b) Click format button in cells groups. (c) Click height. (d) Type desired height. (e) click OK. 4. The find command helps you to search for specific labels or values that you want to verify or edit. The find command will move to each cell containing the text you specify. The Replace command will search for a label, value, or format and automatically will replace it with another label, value or format. 5. Charts are the visual presentation of numerical values. Excel includes several chart types such as column, line, pie, bar, area, scatter and other with which you can graphically portray data.

CHAPTER 6 : MS POWERPOINT 7

A. 1. (iv) 2. (ii) 3. (iv) 4. (iii) **B.** 1. MS PowerPoint 2. Slide layout 3. Design theme 4. Insert tab 5. Theme **C.** 1. MS PowerPoint is one of the most popular presentation software used to create presentations containing images, second and animation. 2. Follow the steps to change slide layout. (a) Make desired slide active. Click home tab. Click layout button. Click desired layout at drop down list. 3. A theme is the predefined combination of background with suggested colour schemes for your presentation. 4. (i) The WordArt application is used to distort or modify text and to confirm to a variety of shapes. To insert WordArt, click the Insert tab, click the WordArt button in the text group and then click the desired WordArt style at the drop down gallery. When WordArt is selected, the Drawing tools format tab displays. Use options and buttons in the tab to modify and customize WordArt. (ii) A smartart graphic is a visual representation of your information and ideas. To display a menu of smartart choices. Click the insert tab and then click the smartart button in the illustrations group. You can select the desired organisational chart by double clicking on it. 5. PowerPoint slide master helps in reducing the steps needed to format slides.

CHAPTER 7 : DEVELOPMENT OF PROGRAMMING

A. 1. (iii) 2. (iii) 3. (iv) 4. (iv) **B.** 1. Program 2. Program development 4. flowchart 5. syntax 6. Interpreter or compiler 7. Instructions **C.** 1. False 2. True 3. True 4. True 5. False

CHAPTER 8 : LANGUAGE

A. 1. (iii) 2. (ii) 3. (iii) 4. (iii) 5. (i) **B.** 1. General Purpose 3. Kernighan 4. Machine 5. Integer **C.** 1. C is a general purpose programming language. 2. (i) It has a rich set of operators. (ii) No rigid format. Any number of statements can be typed in a single line. 3. C stands between the assembly language and hardware language. 4. The languages that have been designed to give a better programming efficiency i.e faster program development are called problem oriented languages. Ex. Fortran, Basic etc. Whereas the languages that have been designed to give a better programming efficiency i.e faster programming execution. 6. Rules for writing a program : (i) Blank spaces may be inserted between two words to improve the readability of the statement. However, no blank spaces are allowed with a variable, constants or keywords. (ii) Any C statement always ends with a(;) semi colon.

CHAPTER 9 : CONDITION PROGRAM EXECUTION

A. 1. (ii) 2. (iii) 3. (ii) 4. (ii) 5. (i) **B.** 2. Conditional control statements 3. One 4. Switch 5. Parentheses **C.** 1. The control statements are classified in the basis of performing a logical test. This results in either a true or false. Depending upon the truthness or false of the condition, the statements to be executed is determined. Following are the conditional control statements : (i) if statement (ii) If else statement (iii) Switch statement 2. The if statement is used to execute only one action. If there are two statements to be executed alternatively, then, else statement is used. 3. The switch case statement is a multiple branch selection statement, which successively tests the value of an expression against a list of integer a constants. A switch statement allows you to choose a block of statements among several alternatives. The general syntax of the switch statement is

Switch (expression)

{

case value 1 :

statement

statement;

break

case value 2 :

statement;

statement;

break;

```

Case value n :
statement;
statement;
break;
default;
default :
statement;
statement;
}

```

4. The switch statement is often used to process keyboard commands such as menu selection.

CHAPTER 10 : INTERNET

A. 1. (iv) 2. (i) 3. (i) 4. (i) 5. (iii) **B.** 1. internet 2. webpage 3. search engine 4. uniform resource locator 5. google talk chat software 6. attachment

C. 1. The internet is the biggest network of computers in the world that connects millions of computers and thousands of computer networks together for the purpose of sharing information and facilitating communication. The internet provides a large number of invaluable services to its users, as the world wide web and the e-mail. 2. (i) **Website** : Collection of related web pages linked together through hyperlinks in called a website. (ii) **Hyperlink** : Hyperlink may be defined as a text or a graphic that links a web page to another webpage. The pointer changes its shape to a hand sign (☞) with a pointed finger when brought over a hyperlink. (iii) **Webpage** : An electronic page of information on the world wide web (www). 3. A file containing text, graphics, audio, video or some other type of data that is sent with an e-mail is called an attachment. 4. Video conferencing is a technique to bring people together. It simulates as real life meeting environment. It is a means of electronic linking of participants of different locations who are participating in the conference at the same time. It is useful in media in times when the live telecast of news the newsreader make the link with the reporters in one or different cities. The pictures of these reporters appear on the TV screen and newsreader can talk with them and vice-versa. 5. Chatting is a form of communication. Chat program allows you to join conversation. Chatting takes place on the Internet in real time which means both the persons can chat (participate) at the same time. In the process of chatting, user can log into a specific web site. He can communicate with other by using chat software.



Teacher's Manual

Royal Computer (Class-8)

CHAPTER I : COMPUTER INDUSTRY

A. 1. (ii) 2. (ii) 3. (iii) 4. (iv) **B.** 1. Computer 2. International Business machine corporation, Fujitsu, Apple, Dell 3. Artificial Intelligence 4. Business Process Outsourcing 5. Devices **C.** 1. Computer industry refers to the manufacturing of computers, research and development and sale, service and repair of computers. 2. Some computer manufacturing companies are IBM (International Business Machine) corporation, Fujitsu, Apple computer, Dell computers, Digital Equipment Corporation, Hewlett Packard and Sun Micro Systems. 3. A call center is a centralized office or facility that is equipped to handle large amounts of customers telephone requests for an organization. 4. The requirements for a computer teacher are as follows :
• Post Graduate or Graduate • A course in computer science • Teaching experience • Good communication skill

CHAPTER 2 : MS-EXCEL 2007

A. 1. (iv) 2. (iii) 3. (iv) 4. (iii) **B.** 1. Formula 2. functions, arguments 3. equal (=) 4. Argument 5. function wizard 6. filter 7. comment **C.** 1. A formula is the relationship between cells. It can contain : (i) Arithmetic values (ii) Expression (iii) Cell addresses and ranges (iv) The operations that are to be carried out on the cells. 2. Functions are predefined formula that perform calculations by using specific values, called arguments, in a particular order or structure. For example : The ROUND function rounds off a number in a given cell, eg A10 [ROUND (A10,2)] 3. The structure as a function has three components, ie structure function name and arguments.
1. Structure : The structure of a function begins with an equal sign (=), followed by the function name, an opening parenthesis, the arguments for the function separated by commas, and a closing parenthesis. **2. Function name :** For a list of available functions, click cell and press shift + F3. **3. Arguments :** Argument is the value that a function uses to perform operations or calculations. The type of argument a function uses is specific to the function. Common arguments that are used within functions include numbers, text, cell references, logical values such as TRUE or FALSE, error values such as # N/A and names. Arguments can also be constants, formula or other functions. The argument you designate must produce a valid value for that argument. 4. A filter is used to display only certain records within the table that meets specified criteria. The records that do not meet the filter criteria are temporarily hidden from view. Using a filter, you can view and/or print a subset of rows within a table. Excel displays filter arrows

in the first row of the table with which you specify the filter criteria. 5. A comment is a popup box containing text that displays when the cell pointer is positioned over a cell with an attached comment. A diagonal red triangle in the upper right corner of the cell alerts the reader that a comment exists. The review tab contains buttons to insert and delete comments, show or hide all comment boxes, and scroll through comments within a worksheet. Use comments to provide instructions, ask questions or add other explanatory text to a cell.

CHAPTER 3 : ADVANCED POWERPOINT 2007

A. 1. (ii) 2. (ii) 3. (iii) 4. (ii) **B.** 1. four, six, two 2. wordart 3. action 4. slide show 5. transition **C.** 1. Change theme colours : • Click Design tab. • Click colors button. • Click desired option at drop down gallery. 2. The find and replace option is used to look for specific text or formatting in slides in a presentation and replace it with other text or formatting. Display the find dialog box if you want to find something specific in a presentation. Display the replace dialog box if you want to find something in a presentation and replace it with another element. 3. Wordart feature helps to distort or modify text an to conform to a variety of shapes. It provides a special type of writing a word to beautify the presentation. 4. Action buttons are drawn object on a slide that have a routine attached to them that is activated when the user click the button. Action buttons are created to see a specific web page, a file in another program or the next slide in the presentation. 5. A transition may be defined as how one slide may be defined as removed the screen during a presentation and the next slide is displayed.

CHAPTER 4 : MS-ACCESS 2007

A. 1. (ii) 2. (i) 3. (iii) 4. (ii) **B.** 1. Relational data base management system 2. query 3. modules 4. database 5. memo 6. number **C.** 1. Access is a database program. It simply means that you see the data contained in the database as a set of two dimensional tables that present the data in rows and columns. These rows and columns can be related to each other. 2. The software that helps to perform database related functions is called Relational Database Management System (RDBMS). 3. (i) **Query** : Used to display data from a table that meets a conditional statement and to perform calculations. For example : Display only those records in which the city is Delhi. (ii) **Form** : Allows field and records to be presented in a different layout than the datasheet. Used to facilitate data entry and maintenance. (iii) **Report** : It prints data from table or queries. (iv) **Database** : A collection of logically related data stored in the form of rows and columns. 4. A data

type in MS Access is a property of a field that determines what type of data the field can hold. A few data types are given below with their descriptions.

Data type	Description
Text	: Alphanumeric data up to 255 characters in length, such as a name, address, or value such as a telephone number or social security number that is used as an identifier and not for calculating.
Memo	: Alphanumeric data up to 64,000 characters in length.
Number	: Positive or negative values that can be used in calculations. Do not use for currency.
Date /Time	: Use this type ensure dates and times are entered and sorted properly.
Currency	: Values that involves money. Access will not round off during calculations.
Auto number	: Access automatically numbers each record sequentially (incrementing by 1) when you begin typing a new record.
Yes/No	: Data in the field will be either yes or no true or false, ON or OFF.
OLE object	: Used to embed or link objects created in other office applications.
Hyperlink	: Field that will store hyperlink as a URL.
Attachment	: Use this data type to add file attachments to a record such as word document or an excel workbook.
Look up Wizard	: The lookup wizard can be used to enter data in the field from another existing table or display a list of values in a drop down list for the user to choose from.

5. Create list of values using lookup wizard : • Open table in Design view.
• Type field name and press enter. • Change data type to lookup wizard.
• Click I will type in the values that I want and click next. • Type field values in col1 column and click next. • Click finished at last wizard dialog box.
• Click save option.

CHAPTER 5 : CREATING QUERIES FORMS AND REPORTS IN MS-ACCESS 2007

- A.** 1. (i) 2. (iii) 3. (ii) 4. (iii) **B.** 1. query 2. delete, update, append, make table 3. make table 4. split 5. form 6. report 8. report footer **C.** 1. A query is an Access object designed to extract data from one or more tables. We use queries when we want to select specific data from ore or more sources. 2. To create a query in design view • Click on Create tab. • Click query

design button. • Double click required tables in show table dialog box. • Close show table dialog box. • Add required field names from field list boxes to columns in design grid. • Click save button. • Type query name and click ok. • Click run button. 3. Action query, makes changes to a group of records. Four types of action queries are available in Access — Delete, update, append and make table. A delete query deletes records. An update query makes global changes to a field. Append queries add a group of records from one table to the end of another table. A make table query creates a new table from all or part of data in existing tables. 4. Forms provide a user friendly interface for viewing, adding, editing and deleting records. The form wizard provide more choices for the form's design than the form tool. In the form wizard, the user is guided through a series of dialog boxes to generate the form, including selecting the fields to be included and the form layout. 5. Reports are a great way to organize and present data from your microsoft Access database. Reports enable you to format your data in an attractive and informative layout for printing or viewing on screen.

6. Page Header : Controls in this section are printed at the top of each page, such as column heading.

Page footer : Controls in this section are printed at the bottom of each page, such as the report date and page numbers.

CHAPTER 6 : ADVANCED COMPUTER FUNDAMENTALS OF NETWORKING

A. 1. (iv) 2. (i) 3. (i) 4. (ii) **B.** 1. computer network 2. Metropolitan Area Network 3. network 5. Coaxial cables 6. node 7. router **C.** 1. A computer network consists of a group of computers, user terminal and other system components that are linked together over long distances. It refers to the system where, computers are linked together via cables over short distance to form Local Area Network (LAN) or via telephone lines or satellite links to form Wide Area Network (WAN). It applicant's to collections of computers and intelligent peripheral equipment (e.g.- automatic teller machines and point of sale terminals equipped with microprocessors) that are interconnected by telephone lines, microwave relays, and other high speed communication links for the purpose of exchanging data and sharing equipment. 2. Component Layers of a Network : There are three layers of components viz. Application software, Network software and Network Hardware. **(i) Application Software :** It provides interface with the network users online and permit the sharing of information/resources. The client server is one of the examples of the application software. **Network software :** It depicts the list of instructions responsible for establishing the protocols (order of formats) for the machines in connection to talk to

each other. **Network Hardware** : It defines the physical components of the connectivity. The chief components which feature are the transmission media used for transferring the data and the network adapter, which is used to access the physical media and conducts the operation of sharing the resources in totality. 3. **Asynchronous and Synchronous communication** : Under the Asynchronous communication, each byte transmitted has a start and a stop signal, with a varying of the time for transmission of a character. And for the synchronous communication, a block of bytes with constitution of a message are transmitted. 4. **(i) Twisted Pair** : It represents a pair of insulated copper wires, twisted one over the other for the reduction of the interference of the signals. Through this, a bandwidth of about 50 KHz is received with transmission rate of 1200 bands to 9600 bands for the applicable small distances. **(ii) Fiber optic** : This acts as a novel phenomena, with the presence of light being used as signal indication of bit and its absence 0 bit. Under this the electrical signals are transformed into pulses by a modulator, transmitted over the fibre as light waves, detected and converted back to electric signal. They carry 100 million to 1 billion bits of information per second over long distances. **(iii) Microwaves** : With capacity of about 150 Hz, the microwaves are used for the communication, with the advantage that they cannot bend and never gets abstracted, they serve as a perfect tool for communication for the transmitter and the receiver at a fine of right and at a distance of about 30 km. If distant further the repeaters (Amplificatory of signals) serve the purpose in connectivity. **(iv) Modem** : If telephone lines are adopted for a computer network each computer in the network must be connected to a telephone line via a modem (modulator/demodulator). This device converts the digital pulses from a computer into an analog signals to be transmitted over the telephone line and vice versa. 5. **(i) Bus Topology** : In BUS topology a single continuous cable is used to connect all the computers and than two devices to be connected to and is capable of transmitting on the medium. All computers on this common connection receive all signals transmitted by any attached computers. Under this, the messages are carried to the entire network and gets travelled from sender in both directions along the cable. An advantage of the Bus network is that devices can be attached or detached from the network at any point without disturbing the rest of the network. **(ii) STAR Topology** : In this type of network layout, all computers are connected to a central device called hub or switch. This hub can be passive, repeating any input to all computers similar to the BUS topology. In this network central station/machine contains switches to connect any of the lines to any other line. The device which are attached to the central hub incorporate the usage of circuit switching. Its major disadvantage is that the entire network is dependent on the central computer and the associated

hardware and software. A failure in any of these elements can disable the entire system. For this, generally backup computer systems are used.

CHAPTER 7 : HTML

A. 1. (iii) 2. (iv) 3. (iv) 4. (iii) **B.** 1. Hyper text mark up language 2. website 3. angles brackets (< >) 4. <HTML> 5. Attributes 6. Mozilla firefox, Internet Explorer and Google chrome 7. .htm or .html **C.** 1. <TITLE> : The <TITLE> tag is used between the <HEAD> and </HEAD> tags to provide a heading to the program. 2. <SUB> : Defines subscript text 3. <P> : To display as a paragraph 4. <SUP> : Defines superscript text 5. <H> : Defines heading 6.
 : To create a line break in the page 7. <I> Defines italic text. 8. <U> : Defines underlined text 9. : Defines bold text 10. : To insert image in a web page. **D.** 1. HTML (Hyper Text Markup Language) is the language of internet. By using this language you can create a website. 2. HTML is the language that contains only the tags. As such the HTML documents are plain text files (ASCII) with special tags or codes that a browser knows how to interpret and display on your screen.

3. <HTML>

```
<HEAD>
```

```
<TITLE> FIRST PAGE </TITLE>
```

```
</HEAD>
```

```
<BODY>
```

```
<H1> MY FIRST APPLICATION </H1>
```

```
<P> Today is the Independence Day </p>
```

```
</BODY>
```

```
</HTML>
```

• The text between <HTML> AND </HTML> describes the webpage. • The text between <TITLE> and </TITLE> is displayed in the title bar of the web browser. There can be only one title tag in an HTML document. • The text between <BODY> and </BODY> is the visible page content. • The text between <H1> and </H1> is displayed as a heading. • The text between <P> and is </P> is displayed as a paragraph. 4. Web browser helps you to view web pages through various search engines where as text editor helps you to modify or format your text in a webpage. 6. **Container empty tags** : There are two kinds of tags : container and empty. The container tag always wraps around text or graphics and comes in a set with an opening and a closing.

```
<html> opening tag
```

```
</html> closing tag
```

Notice the forward slash (/) on the closing tag. This tells the browser that

the tag has ended. On the other hand, the empty tag stands alone. The tag
 is one that adds a line break. Empty tags do not have to be wrapped around copy and do not require a closing.

CHAPTER 8 : ELECTRONIC WORLD

A. 1. (ii) 2. (ii) 3. (ii) 4. (i) **B.** 1. Digital currencies, electronic payment system 2. smart card 3. automatic teller machine 4. electronic data transfer, electronic fund transfer 5. ink 6. mint house 7. bank **C.** 1. F 2. T 3. T 4. T 5. T **D.** 1. ATM is an electronic machine being operated by customer himself for making withdrawals, deposits and the specified financial transactions. ATM card is magnetically coded and can be read through card reader inside the machine. The machine reads the card and after it is recognised the person enter his personal identification number. When the identity of customer is established, the machine allows the customer to enter the amount to be withdrawal. 2. The full form of MICR is Magnetic Ink Character Reader. Under the MICR system the cheques are pre-coded and read through special machines. Code and the desired information are printed on these cheques by means of a special ink made of magnetic material. When there cheques are passed through these machines the printed information is magnetised and is read by the machine. 3. The e-cash is a newer development for payments in business transactions. Like the currency notes in practice which are issued by Reserve Bank of India in our country, there are some recognized agencies approved by the government for issuing e-cash. The sellers and the buyers have to trust such organizations. The issuing agency for e-cash is called mint house. For purchase of e-cash, the consumer has to request to his bank. He may directly contact the issuing agency also. Bank, in turn, transfers the funds to e-cash issuing organization which then issues and delivers it to the customer. The e-cash is purchased by payment of real currency or money. 4. In e-commerce, the environmental elements are linked with transmission of electronic data. Electronic data exchange is a means for achieving it. EDI is, infact, an e-commerce strategy that may be employed for the purpose of airline ticket reservation or excursion trip booking etc. The electronic link with a firm (says Air India) offer better services to its customers in the form of easier ticket booking, quicker confirmation response and faster payment. EDI consists of direct computer to computer transmission of data among numerous firms. The transmission occurs in a machine readable, structured format. The data can be transmitted and received without re-keying. It flows between two ends in which one end is of the firm's and the other of its trading partners.

CHAPTER 9 : MODULAR PROGRAMMING

A. 1. (ii) **B.** 1. modular 2. modulization 3. Pow 4. function 5. semicolon **C.** 1. The process of splitting the lengthier and complex programs

into a number of smaller units (Called modules or subprograms) is called modularization. Programming with such an approach is called modular programming. 2. There are many advantages of modular programming : **1. Reusability** : If a particular set of instructions are take accessed repeatedly from several different places with a program, then we can make this group of instructions as our module and call it whenever necessary. This avoids rewriting of functions on every access. **2. Debugging is easier** : Since each module is smaller and clearer, the user can easily locate the errors and connect them. **3. Build Library** : It allows the programmer to build a library of most commonly used sub programs. This reduces time and space completely. It also promotes portability. 3. A function is a set of instructions to carry out a particular task. For example – finding the square or cube of a given number. The function after processing returns a single value. 4. A function means writing an actual code for a function which does a specific and identifiable task. List of variables that receive, the values from the calling functions is called a parameter list. 5. When a program begins running, the system calls the function main, which marks the entry point of the program. By default, main has the storage class extern. Every program must have one function named main. The function main can be defined with or without parameters, using any of the following forms :

```
int main (void)
int main ( )
int main (int argc, char *argv [ ] )
int main (int argc, char * * argv)
```

CHAPTER 10 : SOCIAL MEDIA

A. 1. (iv) 2. (i) 3. (iii) 4. (ii) **B.** 1. social media 2. geocities 3. facebook 4. mobile social media 5. consumer generated media **C.** 1. Social media refers to interaction among people in which they create, share and exchange information and ideas in virtual communities and networks. 2. Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio. At these web sites, individuals and groups create and exchange content and engage in person to person conversations. They appear in many forms including blogs and microblogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking and data, content, image and video sharing, podcast portals and collective intelligence. There are lots of well-known sites such as Facebook, LinkedIn, MySpace, Twitter, YouTube, Flickr, WordPress, Blogger, Typepad, LiveJournal, Wikipedia, Wetpaint, Wikidot, Second Life, Del.icio. *Royal Computer (6-8)*

us, Digg, Reddit, Lulu and many others. 3. When social media is used in combination with mobile devices it is called mobile social media. This is a group of mobile marketing applications that allow the creation and exchange of user-generated content. According to Andreas Kaplan, mobile social media applications can be differentiated among four types : (i) Space-timers (location and time sensitive) (ii) Space-locators (only location sensitive) (iii) Quick-timers (only time sensitive) (iv) Slow-timers (neither location, nor time sensitive) 4. Facebook delivers results for brick-and-mortar, outline and multichannel retailers throughout the customer lifecycle. By regularly connecting with customers, you can achieve your marketing goals while reinforcing your brand message. Facebook is also the best platform for acquiring new customers. Retailers can target micro-segments of the more than one billion people on our platform using a combination of privacy-safe data sources. Facebook helps you to run special promotions, Share news, Help people find your store etc. 5. Social media has many positive effects on the society. The introduction of social networking sites like Facebook and Twitter have increased communication among individuals. These websites serve as an important medium, keeping individuals socially active. For example Facebook, allows people to communicate with each other and ultimately acts as a source of entertainment. "Social media also contact with people from around the world." ("ProCon") Using these websites can also increase a person's computer abilities. Using social media can also help people who have difficulty socializing in person. Sites like Facebook allow "People who have difficulty communicating in person feel more comfortable interacting via the internet" ("Procon"). Since there is a screen rather than an actual person, people feel more protected and relaxed. This allows people to develop more confidence and communicate their thoughts over the internet rather than confronting the situation.

