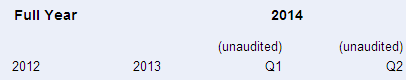
**Most important : Kindly go through GOOGLE Revenue**

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**HTML 5 & JAVA SCRIPT**

Introduce yourself, your roles and challenging Scenario happened in your job.

What DFP do.

* The webmaster inserts the Google Publisher Tag (GPT) JavaScript code into a webpage.
* Each time this page is visited, the JavaScript code creates an [IFrame](http://en.wikipedia.org/wiki/IFrame" \o "IFrame), DFP decides which campaign wins and deliver the creative to the IFrame.

DFP(Google Dart) is an ad management solution that helps publishers sell, schedule, deliver, and measure all of their digital ad inventory

simple interface, rich feature set, built-in revenue optimization, and Google powered ad delivery

If a Customer gives you a query about an issue with product, what are the aspects that you have in mind before replying to the customer? And what is the solution for the problem

* + Using all existing resources
  + Use a search engine/forums to research online
  + Speak to your colleagues and seniors as they may have an answer or had similar issue earlier
  + Keeping the client informed about the progress and delay if any
  + Follow up on a regular basis
  + Ensure that the issue is solved
  + Customer centric approach and satisfaction is very important

Comfortableness in Javascript

How does Google earn money?

We generate revenue primarily by delivering relevant, cost-effective online advertising

96% of its revenues from ads

AdWords typically operates on a [cost per click](http://www.investopedia.com/terms/c/cpc.asp) basis

AdSense allows owners of other websites to join Google's network and run Google-branded ads.

Google Revenue models

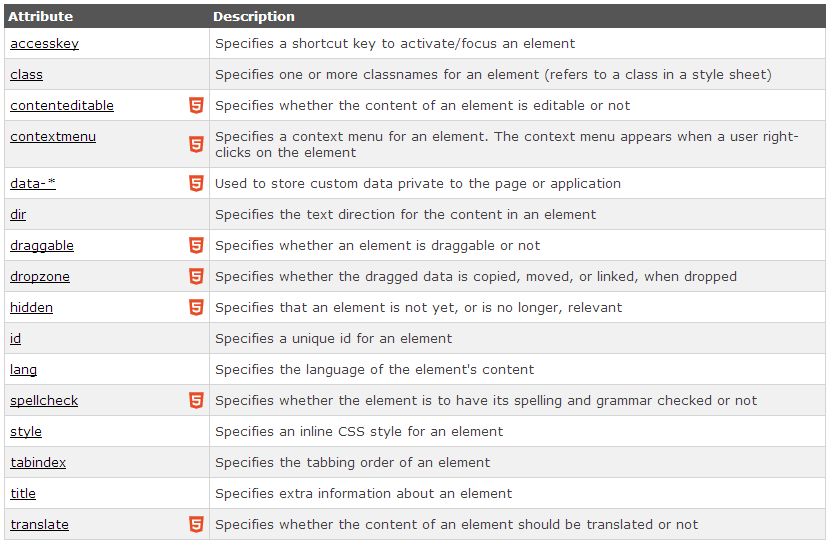
* What are new HTML5 markup elements?
* What is Get and Post.
* What is DTD?

A **document type definition** (**DTD**) is a set of *markup declarations* that define a *document type* for an [SGML](http://en.wikipedia.org/wiki/SGML)-family [markup language](http://en.wikipedia.org/wiki/Markup_language) ([SGML](http://en.wikipedia.org/wiki/SGML),[XML](http://en.wikipedia.org/wiki/XML" \o "XML), [HTML](http://en.wikipedia.org/wiki/HTML)).

A Document Type Definition (DTD) defines the legal building blocks of an XML document. It defines the document structure with a list of legal elements and attributes.

A DTD states what [tags](http://www.webopedia.com/TERM/T/tag.html) and[attributes](http://www.webopedia.com/TERM/A/attribute.html) are used to describe content in an [SGML](http://www.webopedia.com/TERM/S/SGML.html), [XML](http://www.webopedia.com/TERM/X/XML.html) or [HTML](http://www.webopedia.com/TERM/H/HTML.html)document, where each tag is allowed, and which tags can appear within other tags.

* Elements and Attributes in HTML 5.



* TAGS

Please referto below link :<https://developer.mozilla.org/en/docs/Web/Guide/HTML/HTML5/HTML5_element_list>

* What is Metatag?

Metadata is data (information) about data.

The <meta> tag provides metadata about the HTML document. Metadata will not be displayed on the page, but will be machine parsable.

Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.

The metadata can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.

**Note:**<meta> tags always goes inside the <head> element.

**Note:** Metadata is always passed as name/value pairs.

**Note:** The content attribute MUST be defined if the name or the http-equiv attribute is defined. If none of these are defined, the content attribute CANNOT be defined.

HTML 4.01: <meta http-equiv="content-type" content="text/html; charset=UTF-8">

HTML5: <meta charset="UTF-8">

In HTML the <meta> tag has no end tag.

In XHTML the <meta> tag must be properly closed.

## Examples

**Example 1 - Define keywords for search engines:**

<meta name="keywords" content="HTML, CSS, XML, XHTML, JavaScript">

**Example 2 - Define a description of your web page:**

<meta name="description" content="Free Web tutorials on HTML and CSS">

**Example 3 - Define the author of a page:**

<meta name="author" content="Hege Refsnes">

**Example 4 - Refresh document every 30 seconds:**

<meta http-equiv="refresh" content="30">

* What are the TAGS that are used to create an HTML page?
* Some common list that can be used when designing a page
* Difference b/w HTML and HTML5 and its features.

### Simplified Syntax: The simpler doctype declaration is just one of the many novelties in HTML5. Now you need to write only: <!doctype html> and this is it. The syntax of HTML5 is compatible with HTML4 and XHTML1, but not with SGML

### The New <canvas> Element

### The <header> and <footer> Elements

### New <section> and <article> Elements

### New <menu> and <figure> Elements

### New <audio> and <video> Elements

### New Forms

### Kiss <b> and <font> Goodbye!

### No More <frame>, <center>, <big>

* How do you optimize a website’s assets?
* What is iframe? Also uses and example.

**HTML** <**iframe**> Tag. An inline frame is used to embed another document within the current **HTML** document.

* 3 ways to reduce a page load time.
* Semantic HTML

**Semantic HTML** is the use of [HTML](http://en.wikipedia.org/wiki/HTML) markup to reinforce the [semantics](http://en.wikipedia.org/wiki/Semantics), or meaning, of the information in webpages rather than merely to define its presentation or look

A semantic element clearly describes its meaning to both the browser and the developer.

Examples of **non-semantic** elements: <div> and <span> - Tells nothing about its content.

Examples of **semantic** elements: <form>, <table>, and <img> - Clearly defines its content.

* <header>
* <nav>
* <section>
* <article>
* <aside>
* <figure>
* <figcaption>
* <footer>
* <details>
* <summary>
* <mark>
* <time>

**What is Semantic HTML?**

Semantics is the study of meaning: how meaning is created and applied to signs. "Why does X mean X?" is a question of semantics.

HTML is the markup language that we use to write web pages. It’s understood by standard web browsers, as well as dozens of other types of "user agents", including mobile phones, search engine spiders, aural browsers etc.)

HTML consists of two types of things:

* Tags
* Text content

A few tags can be content of their own (like images, Flash movies, or metadata), but most HTML tags are used to apply structure to content.

Semantic HTML, or "semantically-correct HTML", is HTML where the tags used to structure content are selected and applied appropriately to the meaning of the content.

So, for example, if you’re wanting your HTML to be semantically-correct…

* A <p></p> paragraph tag pair should only be used to indicate a paragraph (which is a structural concept). It should never be used to apply space to a web page. Never, ever, use a series of <p> tags to create space!
* The HTML tags <b></b> (for bold), and <i></i> (for italic) should **never** be used, because they’re to do with formatting, not with the meaning or structure of the content. Instead, use the replacements <strong></strong> and <em></em> (meaning emphasis), which by default will turn text bold and italic (but don’t have to do so in all browsers), while adding meaning to the structure of the content.

## Always separate style from content

HTML tags should never be used to apply presentation – that’s the job of CSS (Cascading Style Sheets). See http://webdesignfromscratch.com/how-html-css-js-work-together.cfm to learn more about how HTML, CSS and JavaScript fit together in web pages. (Note, perfect production practice also removes all JavaScript functions and event handlers from the markup as well!)

## Why semantically correct HTML is better

Writing semantic HTML brings a wide range of benefits:

* Ease of use
* Accessibility
* Search Engine Optimisation
* Repurposing
* Difference b/w HTML elements and tags.

HTML tag is just opening or closing entity. For example:

<p> and </p> are called HTML tags

HTML element encompasses opening tag, closing tag, content (optional for content-less tags) Eg:

<p>This is the content</p> : This complete thing is called a HTML element

* What is metatag?
* Cookie and sessions
* Why do we include CSS and Javascript in body?
* Header and footer with its description
* Comparison of headers
* If we are entering "[www.hcl.com](https://chnmail.hcl.com/owa/redir.aspx?C=mltq55VrE0GDDA-StMUz88p4AdGgMdEIH6G4zJ9Cfff4pVhJ0NtvbDdV8JLgW6oNGh3TojSNzzk.&URL=https%3a%2f%2fchnmail.hcl.com%2fowa%2fredir.aspx%3fC%3dqAo5_Ieptk6UcjybHDQRc7dm6-qd-tAIrQgCMNVmzCUMXktMxgVl-uKXIM54_ur4-01xCkvQuRY.%26URL%3dhttp%253a%252f%252fwww.hcl.com)" in browser and click on enter, what will happen?
* What happens if you open a web page in a browser? Explain the Workflow.

http://igoro.com/archive/what-really-happens-when-you-navigate-to-a-url/

* Description of Canvas, Video and WebGL.

**WebGL** (**Web Graphics Library**) is a [JavaScript](http://en.wikipedia.org/wiki/JavaScript) [API](http://en.wikipedia.org/wiki/Application_programming_interface) for rendering interactive [3D graphics](http://en.wikipedia.org/wiki/3D_graphics) and 2D graphics within any compatible [web browser](http://en.wikipedia.org/wiki/Web_browser) without the use of [plug-ins](http://en.wikipedia.org/wiki/Plug-in_(computing))

* div tag and its uses &disadvantages

The <div> tag defines a division or a section in an HTML document.

The <div> tag is used to group block-elements to format them with CSS.

The align attribute not supported in HTML5  
The most obvious disadvantage of the DIV tag is the fact that it doesn't aid in adding semantics to the page.

The DIV tag is a generic holder of content. As such, a parser has no understanding of why that content is being pulled out and place in its own container

Divs are semantically correct for laying out content.

Tables should only be used for tabular data - ie data where the rows AND columns relate to each other.

The main reasons are accessibility and code simplicity.

It's alot more flexible when used in conjuction with CSS, there is a reason why W3C decided that divs are for sectionalizing content and tables are not.

1. More flexible
2. Easier to understand and debug
3. Easier to maintain
4. Less code
5. More accessible/SEO friendly
6. Job security

* What will happen if doctype is not mentioned? Will it display any erros on the page? Will the page render?

If you do not declare a specific DocType correctly a visitors browser must "guess" (usually by applying the loosest possible DocType or a "quirks" mode DocType of its own) resulting in slower rendering.

* What is doctype, and its differ b/w html 4 & 5.

If you do not declare a specific DocType correctly a visitors browser must "guess" (usually by applying the loosest possible DocType or a "quirks" mode DocType of its own) resulting in slower rendering.

### HTML 5

<!DOCTYPE html>

### HTML 4.01 Strict

This DTD contains all HTML elements and attributes, but does NOT INCLUDE presentational or deprecated elements (like font). Framesets are not allowed.

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">

### HTML 4.01 Transitional

This DTD contains all HTML elements and attributes, INCLUDING presentational and deprecated elements (like font). Framesets are not allowed.

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">

### HTML 4.01 Frameset

This DTD is equal to HTML 4.01 Transitional, but allows the use of frameset content.

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Frameset//EN" "http://www.w3.org/TR/html4/frameset.dtd">

* some web optimization techniques.
* What is a Form? When you need a form in an HTML page?
* Difference b/w DIV and SPAN. Explain is it possible to put a DIV within SPAN.
* What does DOCTYPE mean?

A **document type declaration**, or **DOCTYPE**, is an instruction that associates a particular [SGML](http://en.wikipedia.org/wiki/SGML) or [XML](http://en.wikipedia.org/wiki/XML) document (for example, a [webpage](http://en.wikipedia.org/wiki/Webpage)) with a [document type definition](http://en.wikipedia.org/wiki/Document_type_definition) (DTD) (for example, the formal definition of a particular version of [HTML](http://en.wikipedia.org/wiki/HTML)).

* Differ b/w standards mode and Quirks mode?

In [computing](http://en.wikipedia.org/wiki/Computing), **quirks mode** refers to a technique used by some [web browsers](http://en.wikipedia.org/wiki/Web_browser) for the sake of maintaining [backward compatibility](http://en.wikipedia.org/wiki/Backward_compatibility) with [web pages](http://en.wikipedia.org/wiki/Web_page) designed for older browsers, instead of strictly complying with [W3C](http://en.wikipedia.org/wiki/World_Wide_Web_Consortium)  standards in **standards mode**.

 In **quirks mode**, layout emulates nonstandard behavior in Navigator 4 and Internet Explorer 5 for Windows that is required not to break existing content on the Web. In **full standards mode**, the behavior is (hopefully) the behavior described by the HTML and CSS specifications. In **almost standards mode**, there are only a very small number of quirks implemented.

* On click of a button in Home page, a pop up page is opened. How to transfer the data from Home page to pop screen without making a database server call?

<html>

<head>

<script type="text/javascript">

function init()

{

popupWin = window.open('','popupWin','');

popupWin.document.writeln('<html><head><title>test</title></head><body><form><input type="text" id="popupTextBox"/></form></body></html>');

popupWin.document.close();

popupText = popupWin.document.getElementById("popupTextBox");

parentText = document.getElementById("parentTextBox");

transferText();

}

function transferText()

{

popupText.value = parentText.value

}

</script>

</head>

<body>

<input type="text" id="parentTextBox"/>

<input type="button" onclick="init();"/>

</body>

</html>

* How to transfer the data from Home page to pop screen without making a database server call?
* While accessing facebook site we are able to see lot of ads in the side panel. How facebook is making money out of the advertisements?
* How do you declare variables in javascript?
* What is Javascript? Differ b/w Javascript and Jscript?
* How do you include javascript in a page?
* Types used in JavaScript.
* Explain what are the timers in Javascript and their uses.
* If the advertisements are left without clicked will they be able to make money out of it?
* How will you get the Checkbox status whether it is checked or not?
* How to create arrays in Javascript?
* What are global variables? How are they declared? What are the problems with using globals?

Global variable make it very difficult to isolate your code, and to reuse it in new contexts

One issue is that you may be trampling on already defined variables and not know it, causing weird side effects in other parts of the code that can be a bear to track down.

slower to look up than local variables.

f your script is very long and you use these variables from lots of functions it will increase your debugging time since the value of the global variable could have been changed from anywhere so if you are tracking where this changed to a non-expected value you'll have to check them all.

* Difference b/w undefined and null.
* What is Javascript’s THIS keyword?
* Explain hoisting in Javascript
* What are the Boolean operators in Javascript?
* Explain in brief about professional career and technical experience.
* What is the difference between b tag and strong tag?

it's really all about semantic HTML.

<b/>

tag doesn't tell you anything about the content, and is thus not a semantic representation of your content.

<strong>

on the other hand gives you an indication about the semantic meaning of the item you're putting the tag around. Same goes with

<i> and <em>.

* What kind of conditional statements does Javascript support?
* Explain closure in Javascript.
* By using which statements we can handle errors in javascript.
* Where are cookies actually stored on the hard disk?

c:\Program Files\Netscape\Users\username\cookies.txt

c:\Windows\Cookies\username@Website.txt

Mozilla: They are stored in a database file called cokies.sqlite inside the profile folder

C:\Users\vivek\AppData\Roaming\Mozilla\Firefox\Profiles\ph1ltzvi.default

* What are the technologies used to create a website?
* What is Dreamweaver, Illustrator and photoshop?
* Troubleshooting tools which are used in your work