**Abstract**

The present study is an attempt to study the Effectiveness of Web Based Instruction in Teaching Zoology to College students. The present study aims to explore the effectiveness of Web Based Instruction on the academic achievement of college students in Zoology and to find out the difference in academic achievement of urban and rural college students exposed to Web Based Instruction in Zoology. The study was conducted by using experimental method. The sample of the study consisted of forty female students of B. Sc.-I year from Zoology group by using purposive sampling technique. One group pre-test post-test experimental design was applied in the study. After conducted pre-test, the selected sample of students exposed to Web Based Instruction for twenty days. After the completion of the twenty two days of teaching, post-test was administered on the students. In order to analyze the effectiveness of Web Based Instruction on the academic achievement of college students in Zoology, t-test was applied. Results reveal that 1) Web Based Instruction proves to be effective in enhancing the academic achievement of college students in Zoology; 2) academic achievement in Zoology among urban as well as rural college students boosted through Web Based Instruction; and 3) both urban and rural college students exposed to Web-Based Instruction in Zoology have the same level of achievement.

**Keywords:** Web Based Instruction and Zoology.