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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Management

Mid - Term Examinations - November 2024

Semester: 3

Date: 05-11-2024

Course Code: BBA 3058

Time: 02.00pm - 03.30pm

Course Name: Web design and development

Max Marks: 50

Program: BBA Digital Marketing

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Mx5Q=10M

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|---|--|---------|---------------|-----|
| 1 | What do you mean by UI in web design? | 2 Marks | Understanding | CO1 |
| 2 | What is website's back end. Discuss with an example | 2 Marks | Remembering | CO1 |
| 3 | What are the consequences of not optimising a website in terms of performance and SEO? | 2 Marks | Understanding | CO1 |
| 4 | What is dot com bubble. Discuss the emergence of Web 2.0. | 2 Marks | Understanding | CO2 |
| 5 | Discuss the difference between SSL and TLS? | 2 Marks | Understanding | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|---|----------|---------------|-----|
| 6 | How does a payment gateway work. Discuss the entire process diagrammatically. | 10 Marks | Understanding | CO1 |
|---|---|----------|---------------|-----|

or

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| 7 | What is meant by Site map. Why do we need a site map before we develop a website. Design a sample Site map. | 10 Marks | Understanding | CO1 |
|---|---|----------|---------------|-----|

- 8 Analyse dedicated web server hosting and shared web hosting. Justify which type of hosting that you would prefer for your personal website. 10 Marks Analyse CO1
- or
- 9 Explain what is meant by Domain and hosting web server. List down at least some five websites through which we can buy domain and hosting. 10 Marks Analyse CO1
- 10 Rayyan, a final year BBA digital marketing student design his own personal website for personal branding. Briefly discuss various major steps involved in designing the same. 10 Marks Understanding CO1
- or
- 11 Divya, a digital marketing freelancer has recently got a project from one of her clients to design a website for a jewelry shop. Diagrammatically, illustrate the various stages involved in it. 10 Marks Understanding CO1
- 12 Discuss briefly the history of web development from HTML to modern web 10 Marks Understanding CO2
- or
- 13 What is CSS. Briefly discuss the history of CSS and how it is different from HTML. 10 Marks Understanding CO2