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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| Date: 07 – 01- 2025 Time: 01:00 pm – 04:00 pm |

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| **School:** SOM-UG | **Program:** BDM | |
| **Course Code:** BBA3058 | **Course Name:** Web design and development | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **11** | **26** | **26** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | What is SSL? Explain its working process. | **2 Marks** | **Remembering** | **CO1** |
| **2** | What is Functionality testing? Explain with an example. | **2 Marks** | **Remembering** | **CO1** |
| **3** | What is HTML? Explain with an example. | **2 Marks** | **Remembering** | **CO2** |
| **4** | Show the visualisation of HTML page structure. | **2 Marks** | **Remembering** | **CO2** |
| **5** | What is the use of Web analytics? | **2 Marks** | **Remembering** | **CO3** |
| **6** | What is connection -oriented Concurrent server? | **2 Marks** | **Remembering** | **CO3** |
| **7** | What is E commerce. Give an example. | **2 Marks** | **Remembering** | **CO4** |
| **8** | Highlight atleast two difference between NEFT, RTGS and IMPS | **2 Marks** | **Remembering** | **CO4** |
| **9** | What is CMS? List down few popular CMS. | **2 Marks** | **Remembering** | **CO5** |
| **10** | What is bounce rate? Explain with an example. | **2 Marks** | **Remembering** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | Explain the pros and cons of Virtual private server and Cloud based hosting. | **7 Marks** | **Understanding** | **CO2** |
|  | **Or** | | | |
| **12** | Demonstrate the difference between Cloud based hosting from Virtual private server. | **7 Marks** | **Understanding** | **CO2** |

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| **13** | Illustrate the difference between internal CSS and External CSS with an example. | **7 Marks** | **Understanding** | **CO3** |
|  | **Or** | | | |
| **14** | Abisheik want to display the text “HTML Link” with the link “Visit www. Presidencyuniversity.in” so that we can access presidency university website. Write down the html tag for it and explain the same. | **7 Marks** | **Understanding** | **CO3** |

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| **15** | Rajesh has successfully designed his first website on e-commerce for his client. Discuss the ways that he can promote the website. | **7 Marks** | **Understanding** | **CO4** |
|  | **Or** | | | |
| **16** | Explain the need of Website Maintenance. How to maintain the website Periodically? | **7 Marks** | **Understanding** | **CO4** |

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| **17** | Show the different options that one can navigate using Word press settings. | **7 Marks** | **Understanding** | **CO5** |
|  | **Or** | | | |
| **18** | Srini, the young editor of the student magazine would like to have a website for the magazine. Compare between Page, post and Archives which can help Srini to organise the magazine content. | **7 Marks** | **Understanding** | **CO5** |

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| **19** | Explain in detail on how do you change the order of page in Word press using its dash board. | **7 Marks** | **Understanding** | **CO1** |
|  | **Or** | | | |
| **20** | Explain Plugins. Discuss atleast four plugins that you are aware of its uses. | **7 Marks** | **Understanding** | **CO1** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | **Amazon**  **Background**: Initially started as an online bookstore in 1995, Amazon leveraged its website to scale its business. The platform allowed global access to its products, ensuring convenience and competitive pricing. Over time, Amazon expanded to other products, services (like AWS), and features (personalized recommendations).  **Impact**:   * Achieved global reach and customer loyalty. * Integrated AI to enhance customer experience. * Shifted from a single-sector retailer to a diversified platform.   **Questions:**  a. How does the adoption of a website influence customer behaviour and operational efficiency for businesses? Provide specific examples.  b. What potential risks or challenges might a company face when integrating an e-commerce website, and how can they mitigate these risks? | **15 Marks** | **Applying** | **CO3** |
| **22** | **Spexster Web**  Spexster is a startup founded by filmmakers that connect videographers with advertisers. The site is designed to provide a marketplace for videographers to sell their spec videos. It is the first platform that offers instant ads for free and is open to all users.  This marketplace functions as a platform for advertisers to search for existing videos for their marketing campaigns. They can provide the videographer with their branding materials and request minor edits to create the final product.  When this project started, SPINX Digital found that there were no competitors for their business. Their concept differentiated them from the crowd. So, the designing part was crucial because no one had done this before to refer. The Spinster team brought a lot of creative ideas to prioritize the essential features. Due to the unique flow and features needed for the marketplace, programming for this site is a complex one.  The website was created from the ground up on a bespoke.NET platform. The design of each element of the site encourages visitor interaction and is customized to guide visitors further into the user experience. Developing and launching Spexster required a lot of hard work, but the result is something to be proud of and has brought financial rewards.  Questions:  a. After you have designed the website using standard plugins, what are the ways that you can customise it.  b. Choose some of the best the ways that SPINX Digital can promote their website. | **15 Marks** | **Applying** | **CO3** |
| **23** | Paper boat is a known company that deals in the drinks which you commonly prepare at home like aam panna, golgappe ka pani, jamun kala khatta and kokum. The purpose of these drinks was to take you back in those memories and float a boat this monsoon. The company carried out its digital marketing campaign very well. The title of the campaign was # FloatABoat the digital campaign asked people to make boat and share it on social media by using the hash tag along with the title of the campaign. Paper boat also reviled that if anyone will share this on any social media the brand will donate Rs. 20 for children education.  One successful digital media campaign was by Pizza Hut, which created an app that allowed customers to create their own pizza by dragging their chosen toppings onto a graphical pizza base. The iPhone would then determine which of the chain's thousands of locations the customer happened to be nearest. The company advertised the new app online, in print, and on television - even winning a placement in Apple's own iPhone commercial. Within two weeks, the Pizza Hut app was downloaded 100,000 times and within three months iPhone users ordered $1m worth of pizza. The app now has millions of users across the iPhone, iPad, and Android platforms.  Questions  a. Do you find this strategy adapted by Paper boat and Pizza Hut to be effective in promoting the product? Explain the same.  b. Critically evaluate product idea of paper boat, Pizza Hut and its ability to connect with customers | **15 Marks** | **Evaluating** | **CO4** |
| **24** | **Case Study: Ethereum (2015–Present)**  Ethereum showcases the principles of next Gen world wide web, introducing decentralization, blockchain technology, and smart contracts to enable trustless interactions. Unlike User generated content Web, Ethereum eliminates the need for intermediaries, giving users control over their data and transactions.  Features of Ethereum are:   * Decentralization: Operates on a blockchain network, ensuring transparency and security. * Smart Contracts: Automates agreements between parties without intermediaries. * Tokenization: Uses cryptocurrency (ETH) for payments and transactions. * Ownership of Data: Users maintain control of their identity and digital assets.   Impact:   * Facilitated the rise of Decentralized Finance (DeFi) and Non-Fungible Tokens (NFTs). * Empowered developers to create decentralized applications (DApps) across industries like gaming, healthcare, and real estate.   Questions:  a. Compare and contract web 1.0, web 2.0 and web 3.0 in a tabulated form.  b. Compare the challenges faced by platforms like Yahoo! (Web 1.0) and Facebook (Web 2.0) when adapting to changing user expectations and technological advancements. | **15 Marks** | **Analysing** | **CO5** |