



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY 2025

Date: 26-05-2025

Time: 01:00 pm – 04:00 pm

School: SOM-PG	Program: MBA	
Course Code: MBA3096	Course Name: - Web Design and Development	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	30	20	20	30	-

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 3marks.

10Q x 3M=30M

1.	Describe WordPress. What are its different uses?	3 Marks	L2	C01
2.	Define subdomain with an example.	3 Marks	L1	C01
3.	Define HTML attribute. Give an example	3 Marks	L1	C01
4.	Describe Site Icon. Explain the steps to add site icon to any website using word press.	3 Marks	L2	C01
5.	Describe the steps to add logo to any website using word press.	3 Marks	L2	C01
6.	Explain HTML element with an example.	3 Marks	L2	C01
7.	Define E commerce. Give an example.	3 Marks	L1	C01
8.	List down the difference between https://wordpress.com and https://wordpress.org	3 Marks	L1	C01
9.	Outline the steps to create a page and menu in WordPress.	3 Marks	L1	C01
10.	Describe the purpose of Google Analytics code in WordPress.	3 Marks	L2	C01

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Illustrate Domain and hosting web server. List down at least some five websites through which we can buy domain and hosting.	10 Marks	L3	CO2
Or					
12.	a.	Describe Word press dashboard. How do you access it? Discuss the key functions of the word press dashboard.	10 Marks	L2	CO2

13.	a.	Illustrate Plugins. Discuss at least four plugins that you are aware of its uses.	10 Marks	L3	CO2
Or					
14.	a.	Demonstrate the difference between Page builder and editor with examples	10 Marks	L4	CO2

15.	a.	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.	10 Marks	L3	CO3
Or					
16.	a.	Explain the structure of a basic HTML document with an example and interpret different tags.	10 Marks	L4	CO3

17.	a.	Create a plan to integrate payment gateways into a WordPress website and explain the security measures involved.	10 Marks	L6	CO3
Or					
18.	a.	Karthick is a pro in designing any type of website. He got a new project from his client to design an e commerce website. What are the steps that he needs to follow to design E commerce website that he has to keep in mind?	10 Marks	L5	CO3

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	Imagine you are part of a student team tasked with designing a website for a local public library. The website is expected to serve multiple user groups including students, researchers, parents with young children, and senior citizens. Your team is in the early planning phase and needs to develop a sitemap to organize the website's structure before actual development begins.	15 Marks	L5	CO4
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		<p>Using the above scenario, answer the following:</p> <p>a) What is a sitemap in the context of website design, and why is it important?</p> <p>b) Create a simple sitemap layout (hierarchical structure) for the library website described above.</p> <p>c) How can a well-structured sitemap enhance both user experience and technical writing quality on the website?</p>			
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20.	a.	<p>Spexster Web</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Questions:</p> <p>a. After you have designed the website using standard plugins, what are the ways that you can customise it.</p> <p>b. Choose some of the best the ways that SPINX Digital can promote their website.</p>	15 Marks	L6	C04
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