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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 09-10-2025

Time: 11.45am to 01.15pm

School: SOC/SOM-UG	Program: BBA (Digital Marketing)	
Course Code: BBA3058	Course Name: Web Design & Development	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	14	12	-	-

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 2 marks.

5Q x 2M=10M

1	List any two principles of webpage layout.	2 Marks	L1	CO1
2	Define responsive web design in one sentence	2 Marks	L1	CO1
3	Identify one reason why user experience (UX) is vital in website development.	2 Marks	L2	CO1
4	Name the protocol used for communication between a browser and a web server.	2 Marks	L1	CO2
5	Explain the role of domain registration in creating an online identity.	2 Marks	L1	CO3

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the golden rules of web designing with suitable examples.	10 Marks	L1	CO1
Or				
7.	Discuss the importance of navigation design in improving user accessibility.	10 Marks	L1	CO1

8.	Analyze how web standards influence the quality and consistency of websites.	10 Marks	L2	CO1
Or				
9.	Illustrate with examples how HTML, CSS, and JavaScript integrate to create dynamic pages.	10 Marks	L2	CO1

10.	Demonstrate the process of connecting a website to a database and performing CRUD operations.	10 Marks	L1	CO2
Or				
11.	Explain the process of server-client communication using HTTP with a clear diagram.	10 Marks	L2	CO2

12.	Summarize the different hosting options available for publishing a website and their pros/cons.	10 Marks	L1	CO3
Or				
13.	Discuss the significance of domain management and website maintenance for long-term business presence.	10 Marks	L2	CO3