



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## 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	C01	C02	C03	C04	C05
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	C01
2	Define responsive web design in one sentence	2 Marks	L1	C01
3	Identify one reason why user experience (UX) is vital in website development.	2 Marks	L2	C01
4	Name the protocol used for communication between a browser and a web server.	2 Marks	L1	C02
5	Explain the role of domain registration in creating an online identity.	2 Marks	L1	C03

### 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	C01
Or				
7.	Discuss the importance of navigation design in improving user accessibility.	10 Marks	L1	C01

<b>8.</b>	Analyze how web standards influence the quality and consistency of websites.	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>
<b>Or</b>				
<b>9.</b>	Illustrate with examples how HTML, CSS, and JavaScript integrate to create dynamic pages.	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>

<b>10.</b>	Demonstrate the process of connecting a website to a database and performing CRUD operations.	<b>10 Marks</b>	<b>L1</b>	<b>C02</b>
<b>Or</b>				
<b>11.</b>	Explain the process of server-client communication using HTTP with a clear diagram.	<b>10 Marks</b>	<b>L2</b>	<b>C02</b>

<b>12.</b>	Summarize the different hosting options available for publishing a website and their pros/cons.	<b>10 Marks</b>	<b>L1</b>	<b>C03</b>
<b>Or</b>				
<b>13.</b>	Discuss the significance of domain management and website maintenance for long-term business presence.	<b>10 Marks</b>	<b>L2</b>	<b>C03</b>