



# PRESIDENCY UNIVERSITY

BENGALURU

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## End - Term Examinations - December 2025

Date: 16 - 12- 2025

Time: 09:30am - 12:30pm

<b>School:</b> SOC / SOM (UG)	<b>Program:</b> BBA (Digital Marketing)	
<b>Course Code:</b> BBA3058	<b>Course Name:</b> Web Design and Development	
<b>Semester:</b> III	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>12</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>22</b>

### 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.

10Q x 2M=20M

1.	Define web design principles	2 Marks	L1	C01
2.	List any two golden rules of web designing.	2 Marks	L1	C01
3.	Explain the importance of hyperlinks in website navigation.	2 Marks	L2	C02
4.	State two uses of CSS in web development.	2 Marks	L2	C02
5.	Describe the role of HTML in web page creation	2 Marks	L2	C03
6.	Define JavaScript and its use in websites.	2 Marks	L1	C03
7.	Explain what is meant by web hosting.	2 Marks	L2	C04
8.	List any two types of websites.	2 Marks	L1	C04
9.	What is a WordPress plugin?	2 Marks	L2	C05
10.	Describe any two components of a PWAs.	2 Marks	L1	C05

## Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Discuss the planning process for developing a website.	07 Marks	L2	C01
<b>Or</b>				
12.	List the steps involved in designing a homepage layout.	07 Marks	L3	C01
13.	Describe the importance of audience requirements in website creation.	07 Marks	L2	C02
<b>Or</b>				
14.	Explain database connectivity in a website and how it is effective for Website performance.	07 Marks	L2	C02
15.	Explain the importance of audience requirements in website creation.	07 Marks	L	C03
<b>Or</b>				
16.	Differentiate between static and dynamic websites with examples.	07 Marks	L2	C03
17.	Explain how web analytics help in improving website performance.	07 Marks	L3	C04
<b>Or</b>				
18.	Discuss the Need of Website for E-Commerce Business.	07 Marks	L3	C04
19.	Describe the process of creating a blog using WordPress.	07 Marks	L2	C05
<b>Or</b>				
20.	Apply WordPress settings and plugins to customize a webpage.	07 Marks	L3	C05

## Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	<p>A local bookstore plans to develop a simple website to display available books and upcoming author events. The owner wants the site to be lightweight and visually consistent, ensuring readers can search titles and see prices easily. However, the developer wants to create a structure of website.</p> <p>Questions:</p> <ol style="list-style-type: none"><li>1. Draw a simple structure of the front page for the website.</li><li>2. List what are the pages are required for this website.</li></ol>	15 Marks	L2	C03
22.	<p>A student team has built a prototype website for their college fest. They now need to publish it online. The group is exploring whether to use free hosting platforms or paid servers. They also wonder about maintaining the site's mobile responsiveness and performance.</p> <p>Questions:</p> <ol style="list-style-type: none"><li>1. Discuss the steps involved in hosting and publishing a website.</li><li>2. Apply your understanding to suggest suitable hosting options and basic maintenance tips for such a student project.</li></ol>	15 Marks	L2	C03

<p><b>23.</b></p>	<p>A budding entrepreneur wishes to launch an online shop selling handmade eco-products. She needs a website that integrates product listings, cart management, and secure payment options. She has heard of “payment gateways” but does not know how they function.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. Explain the essential components required in an e-commerce website.</li> <li>2. Apply your understanding to describe how a payment gateway can be integrated into an e-commerce site.</li> </ol>	<p><b>15 Marks</b></p>	<p><b>L3</b></p>	<p><b>CO4</b></p>
<p><b>24.</b></p>	<p>A non-profit organization wants to manage its website using WordPress to post weekly articles and share volunteer activities. They wish to organize posts using categories, upload media, and ensure user authentication.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>a) Explain how WordPress features like categories, plugins, and media tools support website management.</li> <li>b) Demonstrate how user roles and security settings can be applied while designing the NGO’s website.</li> </ol>	<p><b>15 Marks</b></p>	<p><b>L2</b></p>	<p><b>CO5</b></p>
<p><b>25.</b></p>	<p>A fashion boutique located in a small town wants to expand its business by launching an online store. The owner hopes to attract young customers through a simple, visually appealing site that allows product browsing by category and size. She is unsure how to maintain accurate inventory records and keep the checkout process smooth for customers.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. Explain how an e-commerce platform can help the boutique manage inventory and sales efficiently.</li> <li>2. Apply your knowledge to outline how front-end design and database connectivity could work together for a smooth shopping experience.</li> </ol>	<p><b>15 Marks</b></p>	<p><b>L</b></p>	<p><b>CO4</b></p>