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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 12/03/2026**

**Time: 09:30 AM - 11:00 AM**

**Course Code: MBA3062**

**Course Name: Web Design using Word Press**

**Semester: Fourth Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2
Marks	29	41

### Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Explain the steps to install and select a suitable WordPress website theme.	3	CO1	BT2
2	Discuss the role of the WordPress Dashboard. Highlight the significance of the Admin Bar and WordPress Settings in website management.	3	CO1	BT2
3	Briefly discuss plugins. List down at least three popular plugins with its use.	3	CO1	BT2
4	Discuss the applications of WordPress Appearance settings.	3	CO2	BT2
5	Illustrate the installation process of widgets effectively.	3	CO2	BT3

### Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Detail the steps involved in creating pages and menus in WordPress. How can images and content be added effectively to pages? Explain the role of keyword inclusion and content updates in improving website performance.	10	CO2	BT3
7	Discuss the role of widgets in WordPress and their impact on website design. Provide a step-by-step guide to creating an attractive footer bar using widgets and managing other website components.	10	CO2	BT3

**Part C: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
8	Explain the features and functions of the WordPress Dashboard in website management.	10	CO1	BT2
9	Explain different types of WordPress themes. Discuss the suitability of themes selected for a website.	10	CO1	BT2

**Part D: Answer Following Questions. 15 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	<p>An event management company named Event Masters is looking to build a website to showcase its services, events, and client testimonials. The website should have features like an event calendar, job openings, and a blog for event planning tips.</p> <p><b>QUESTIONS</b></p> <ol style="list-style-type: none"><li>1. Explain the process of Choosing a WordPress theme that suits the company's requirements and explain the selection process.</li><li>2. Select the steps to set up the website layout, including pages for Home, Services, Events, Blog, and Contact.</li><li>3. Choose the steps to install and activate plugins for event scheduling, testimonials, and a job application form.</li></ol>	15	CO2	BT3