



Even Semester End Term Examinations, May/June 2026

Date: 20/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA3062

Course Name: Web Design Using WordPress

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	35	26	38	41

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain the primary purpose of WordPress with a clear example.	3	CO1	BT2
2	Explain the role of themes in WordPress. Name different types of website themes.	3	CO1	BT2
3	Explain the purpose of the WordPress Admin Bar.	3	CO1	BT2
4	Outline the importance of plugins used in WordPress.	3	CO1	BT2
5	Compare WordPress Dashboard and the Admin Bar.	3	CO1	BT2
6	Outline the steps to create a page and menu in WordPress.	3	CO2	BT2
7	List any three widgets available in WordPress and their applications.	3	CO2	BT1
8	Explain the purpose of SEO plugins in WordPress.	3	CO4	BT2
9	Explain the role of Google Analytics in website management	3	CO4	BT2
10	Summarize the process of embedding a PDF into a WordPress website using plugins.	3	CO3	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Apply and develop a suitable theme for a WordPress website and justify your choice.	10	CO1	BT3
12	Plan the process of adding content to a WordPress page and discuss the significance of relevant keywords.	10	CO1	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Analyze the advantages of using widgets for website customization. Provide examples.	10	CO3	BT4
14	Compare and contrast foogallery and metaslider plugins in terms of functionality and usability.	10	CO3	BT4

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Organize the steps to install and set up a payment gateway plugin on a WordPress website.	10	CO2	BT3
16	Examine the impact of keyword inclusion in website content on SEO performance.	10	CO2	BT4

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Critically evaluate the importance of website security and propose a comprehensive strategy to secure a WordPress website from spam and other threats.	10	CO4	BT5
18	Decide the structure of a basic HTML document with an example and interpret different tags.	10	CO4	BT5

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	Enhancing Website Functionality Using Plugins A photography business named CaptureMoments Studio has developed a basic WordPress website to showcase its portfolio. While the website contains some images and basic information, it lacks visual appeal and advanced functionality. The owner wants to display photo galleries in an organized and attractive manner, add sliders on the homepage, and improve user engagement. The business also wants to integrate RSS feeds to automatically display photography blogs and updates. Additionally, they want to embed PDFs such as pricing brochures and link images to booking pages. However, they are confused about selecting the right plugins such as FooGallery and MetaSlider and how to configure them effectively. Another challenge is branding. The website currently lacks a	15	CO3	BT5

professional identity because it does not include a proper logo or tagline. The owner also wants to link the website to social media platforms like Instagram and Facebook to attract more traffic.

Despite installing some plugins, the website performance has slowed down due to improper configuration and excessive plugin usage. The owner is concerned about balancing functionality and performance while maintaining a visually appealing website.

Questions

1. Assess the challenges faced by CaptureMoments in improving website functionality.
2. Evaluate the appropriate plugins and tools to address these challenges.
3. Choose a strategy to enhance both functionality and performance of the website.

20

Website Optimization, Security, and Analytics

15

CO4

BT5

A consulting firm named **BizGrowth Advisors** has recently launched its WordPress website. Although the website is live, it faces several issues related to performance, security, and user engagement. The website loads slowly, and users often leave without exploring multiple pages.

The firm has not implemented any caching or optimization techniques, resulting in poor loading speed. Additionally, they have not taken proper security measures, making the website vulnerable to spam comments and potential cyber threats.

The website also lacks proper SEO optimization. Titles and meta descriptions are not configured, leading to poor visibility in search engine results. The company has installed Google Analytics but does not know how to interpret the data to improve performance.

Another challenge is displaying customer reviews and testimonials. The firm wants to show Google reviews on the website to build trust but does not know how to integrate them.

To improve website effectiveness, BizGrowth Advisors must focus on performance optimization, security enhancement, SEO implementation, and data-driven decision-making.

Questions

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| <ol style="list-style-type: none">1. Assess the key issues affecting the performance and effectiveness of the website.2. Evaluate the role of SEO plugins, security tools, and analytics in improving website performance.3. Decide an action plan to optimize website performance and user engagement. | | | |
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