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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : BBA3058

Course Name : Sem III - BBA3058 - Web Design and Development

Program : BBA

Date : 3-NOV 2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. What is web design, and why is it important for a website?
(CO1) [Knowledge]
2. How can web designers optimize images for a website's performance and user experience?
(CO1) [Knowledge]
3. What is the difference between a static and a dynamic website?
(CO1) [Knowledge]
4. Write notes on HTTP?
(CO2) [Knowledge]
5. What do you mean by Meta-Data?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. List out some of the key points that you have to keep in mind while designing an E-Commerce website?
(CO1) [Comprehension]
7. "A Designer should always ensure that a Web site should always drive for sales of the product and needs to be more user-friendly, than heavy graphics in it" – Substantiate. (CO1, Knowledge)
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. A Garment manufacturing company, is considering to go online for marketing its products, Suggest, what are the information to be added in the web-site. What type of design strategy should be considered (from Golden rules of designing)? How you plan for hyperlinks and navigation in the website. – Illustrate with a sample working flow diagram. (CO1, Knowledge)

(CO2) [Application]