

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022
Course Code : BBA3058
Course Name : Web Design and Development
Program : BBA

Date : 09-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

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 2M = 10M

1. What is responsive web design, and why is it important?
(CO1) [Knowledge]
2. What is the purpose of CSS?
(CO2) [Knowledge]
3. Write notes on Client-Side Programming and Server-Side programming.
(CO3) [Knowledge]
4. What is the purpose of companies like "Visa" & "Mastercard" with your bankers' debit or credit card?
(CO4) [Knowledge]
5. Write notes about conversion rate of a website? How it is measured.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Explain the process of creating an interactive website using any content management software like wordpress.
(CO5) [Comprehension]
7. "Client Side Authentication is required before sending the data to server" - In the Lights of above statement bring out the differences between Client Side and Server Side Scripting in Web designing with Proper example?
(CO1) [Comprehension]

8. "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]
9. Explain, how Web Analytics will help to scale-up the business of an organization. What are the benefits of using web analytics applications like google analytics?
(CO3) [Comprehension]
10. "An E-Commerce web site must attract and promote the company's business, drive the user easily to checkout for paying payments and needs to be more user-friendly with supporting multiple modes of payment, than relying on heavy graphics " – Substantiate the above statement..
(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Mr. Aman Gupta Proprietor of an leading pump 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) [Application]
12. Your friend wants you to create an E-Commerce website for his new second hand car dealers business. He asks you to create it interactively and it should have all the options starting from segmenting the cars based on budget, variant and company. The website should also have the option of booking the car in online and accepting the payment in online. Based on his requirements,
a) How will you design the website and
b) What factors you will consider essential for the success of E-Commerce website?
c) Suggest some measures for customer engagement in to the website?
(CO4) [Application]