PRESIDENCY UNIVERSITY
BENGALURU

SET B

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 the difference between a static and a dynamic website?

(CO1) [Knowledge]

2. What do you mean by Meta-Data?

(CO2) [Knowledge]

3. Differentiate Static and Dynamic website.

(CO3) [Knowledge]

4. Differentiate between E-Business and E-Commerce?

(CO4) [Knowledge]

5. What is Content Managment Software?

(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Differentiate between:
   1) Posts and Pages in wordpress and
   2) Explain about the usage of plugins and templates in wordpress, With relevant example

(CO5) [Comprehension]

7. List out some of the key points that you have to keep in mind while designing an E-Commerce website?

(CO1) [Comprehension]

8. Narrate some of the key points that you have to keep in mind while designing an E-Commerce website? (CO2, Knowledge)

(CO2) [Comprehension]

9. Elaborate the process of website domain registration in detail? List out some types of domain extensions available in detail?

(CO3) [Comprehension]

10. When performing an Online transaction, how will you check the reliability and authenticity of the website. How SSL helps to secure online transaction with example of your choice?

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2 X 20M = 40M

11. A computer 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. "Imagine you are tasked with designing an E-Commerce website for a new online fashion retailer. The company aims to provide a seamless and enjoyable shopping experience for customers, showcasing a wide range of clothing and accessories. The target audience is primarily young adults aged 18-35. Outline the key features and functionalities you would incorporate into the website design to enhance user experience, promote customer engagement, and drive sales. Consider aspects such as navigation, product presentation, search functionality, checkout process, and any innovative elements that could set the website apart from competitors. Additionally, discuss how you would address potential challenges such as ensuring security, optimizing for mobile users, and accommodating future scalability. Provide a rationale for your design choices and highlight any industry best practices you would leverage in the process."

(CO4) [Application]