

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2020**

Course: Web Design & Development

Course Code: DSIT 2010

Programme: BBA Digital Marketing

Instructions: Please answer the questions strictly in Context

Semester: VI  
Time: 3 Hours  
Max. Marks: 100

**SECTION A (5\*6=30 Marks)**

Write on the following in brief

Marks

CO

Q.1.	Multivendor Marketplace	5	3
Q.2.	Payment Processor	5	2
Q.3.	SaaS	5	3
Q.4.	Domain Name	5	2
Q.5.	Drupal	5	2
Q.6.	CMS	5	2

**SECTION B (10\*5=50 Marks)**

Attempt all Questions

Marks

CO

Q.1.	What is the role of Analytics in the E-Commerce industry?	10	1
Q.2.	Compare between Web 1.0 & Web 2.0	10	3
Q.3.	Discuss SSL Security. What are SSL Certificates.	10	1
Q.4.	Describe White Hat and Black Hat SEO. Differentiate between the two.	10	1
Q.5.	Discuss the various types of Web Development Companies. Also, elaborate upon the various roles and skills required in this sector	10	3

**SECTION C (20 Marks)**

Attempt this section

Marks

CO

Q.1.	Discuss the 'Magento' E-commerce Platform. What are the benefits of using it? Who are its competitors?	20	5
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