

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

Online End Semester Examination (Online) – May, 2021

Program: BBA Digital Marketing
Subject/Course: Web Design & Development
Course Code: DSIT 2010P

Semester: 4
Max. Marks: 100
Duration: 3 Hours

IMPORTANT INSTRUCTIONS

The student must write his/her name and enrolment no. in the space designated above.

Section A

1. Each Question carries 5 marks
2. Instruction: Complete the statement / Select the correct answer(s)

Q.No	Questions	Marks	Cos
1	The _____ refers to the physical network that links computers across the globe.	5	1
2	A specialized software application mounted on a server, at the point where the company is connected to the internet to prevent unauthorized access into the company from outsiders is called _____ .	5	1
3	_____ are text files with small pieces of data (like a username and password) that are used to identify your computer as you use a computer network.	5	3
4	_____ is the address of your website that people type in the browser URL bar to visit your website.	5	2
5	An _____ is a unique address that identifies a device on the internet or a local network	5	3
6	_____ is an online service that enables you to publish your website or web application on the Internet.	5	2

Section B

1. Each Question carries 10 marks
2. Instruction: Write short / brief notes

Q.No	Questions	Marks	Cos
7	What are Content Management Systems (CMS)? Give examples of some popular CMS?	10	3
8	What is a robots.txt file? How does it help with Search Engine Rankings?	10	1
9	What is 'Responsive Web Design'? Describe in brief.	10	2
10	Discuss some of the Cloud Based Website builders? What are the advantages of such services?	10	3
11	Discuss the role of Domain Names & Hosting in launching a Website.	10	3

Section C

1. The Question carries 20 marks

2. Instruction: Write long answer.

Q.No	Questions	Marks	COs
12	Elucidate upon the various steps of 'Search Engine Technology'.	20	3