

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Sc. (GWD) (Sem-2)

CONCEPTS OF WEBSITE DESIGNING AND DEVELOPMENT

Subject Code : UGWD-1903

M.Code : 77729

Date of Examination : 07-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

1. Write short note on the following :

- a) Briefly explain any two protocols for data transfer over internet.
- b) Name any two types of internet servers. Also, briefly explain usability of these servers.
- c) What is meant by web hosting? Name any two companies which provides hosting services.
- d) Draw the diagram showing communication using client-server architecture.
- e) What is meant by OpenSource Software? Briefly explain.
- f) How server-side scripting languages are different than client-side scripting languages?
- g) Explain, briefly any two properties of a DBMS.
- h) What do you understand by articles in Content Management System (CMS)? Answer briefly.
- i) Write two differences between White Hat and Black Hat SEO techniques.
- j) Write a short note on permalinks.

SECTION-B

2. Explain in details, principles of web site designing. Also, mention key points to remember while preparing site map.
3. Mention key issues to be handled in web designing. Name standard techniques to address these issues.
4. What is meant by user centric design? How this designing approach is different from development centric design approach?
5. What is the difference between static and dynamic website? With the help of a diagram explain how database is managed using PHP and MySQL?
6. What is Search Engine Optimization? Explain the different techniques of SEO to improve ranking of a website.
7. What is a blog? How blogs help in improving SEO? Explain important characteristics of any blog engines.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.