GIET UNIVERSITY, GUNUPUR – 765022

M.B.A (Third Semester – Regular) Examinations, December – 2020

MB 301 E – WEBSITE DESIGNING

Time: 2 hrs   Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)   **(1 x 10 = 10 Marks)**

Q. 1 Answer *ALL* questions

a. .... Websites are ones that are fixed and display the same content for every user.
   (i) Dynamic   (ii) Static
   (iii) Both (i) and (ii)   (iv) None

b. Which of the statement is false? ....
   (i) You can create website without using HTML   (ii) You can create website without using PHP
   (iii) You can create website without using CSS   (iv) None

c. To make your website mobile friendly, you can make your website..................
   (i) Reactive   (ii) Responsive
   (iii) Light   (iv) None of the above

d. Which of the following is True? ....
   (i) You need a server to host your website   (ii) you don't need a server to host your website
   (iii) both (i) and (ii)   (iv) None

e. Expand CMS: ....
   (i) Creative Management System   (ii) Content Mixing System
   (iii) Content Management System   (iv) Creative Management System

f. What is Wordpress? ....
   (i) Text formatting Software   (ii) Mail service
   (iii) CMS   (iv) None

g. Allocate space on a web server for a website to store its files called .... a website.
   (i) Storing   (ii) Placing
   (iii) Hosting   (iv) None

h. .... Website navigation shows the top level sections/pages of the website.
   (i) Hierarchical   (ii) Global
   (iii) Local   (iv) None

i. What are the rules to follow in wordpress plugin development? ....
   (i) Find a Unique name   (ii) Setup a prefix
   (iii) Create the plugin's folder   (iv) All the above

j. Does word press use Cookies? ....
   (i) Yes   (ii) No

PART – II: (Short Answer Questions)   **(2 x 5 = 10 Marks)**

Q.2. Answer *ALL* questions

a. List out any two importance of a website.

b. What is CMS?

c. Write down any one advantage and disadvantage of wordpress.

d. What is the use of Plug-in?

e. Write down any one of the solving methods for Canonical issues.

PART – III: (Long Answer Questions)   **(6 x 5 = 30 Marks)**

Answer **ANY FIVE** questions.

3. What are the various parts available in a website? Explain each one of them.

4. How do you classify the website? Explain the usage of each type of website.

5. Describe the features and essentials of a good website.

6. Define and explain the usage of Domain name, Servers and Hosting.

7. What are the various types of CMS available? Compare each one of them.

8. What are the steps involved in customizing Homepage in a website?

9. What are the steps involved in integrating payment gateway in a Website?

10. How do you create various pages in a website? Differentiate Navigate versus Non Navigate pages.

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