

The
Management
University
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CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF SCIENCE AND TECHNOLOGY (SST)
CERTIFICATE IN BUSINESS INFORMATION
COMMUNICATION TECHNOLOGY/ CERTIFICATE IN
INFORMATION COMMUNICATION TECHNOLOGY

**CBT 101/CIT 101: INTRODUCTION WEBSITE DESIGN
AND DEVELOPMENT**

DATE: 27TH JULY 2026

**DURATION: 2
HOURS**

**MAXIMUM
MARKS: 70**

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

In today's digital world, nearly every business, learning institution, and government organization relies on a website to communicate, educate, and provide services.

The evolution of web design — from basic HTML pages in the 1990s to complex interactive platforms using CSS, JavaScript, and content management systems — has changed how users interact with online information. A well-designed website enhances credibility, user experience, and accessibility while supporting marketing, communication, and e-commerce functions.

Using your understanding of web design and development concepts, answer the following:

Required:

- a) Define the term website and web page, clearly stating the difference between the two with examples.

(5 marks)

- b) Explain four (4) functions of a website in promoting business and communication.

(6 marks)

- c) Identify and describe any five (5) common types of websites. Give examples for each.

(5 marks)

- d) Outline three (3) key features of a good website design.

(3 marks)

- e) Define a URL and explain its main components using an example.

(3

marks)

- f) Explain the role of a web browser and list any four examples.

(4 marks)

- g) Describe two (2) steps involved in developing a website.

(2 marks)

- h) Explain the role of a search engine and give two examples.

(2 marks)

QUESTION TWO

- a) Define web hosting and discuss three (3) types of hosting services available today.

(6 marks)

- b) State four (4) key benefits of having a university website **(4 marks)**

QUESTION THREE

- a) Define the term SEO (Search Engine Optimization) and explain its importance. **(4**

marks)

- b) Differentiate between White Hat SEO and Black Hat SEO, giving two examples of techniques under each. **(6**

marks)

QUESTION FOUR

- a) Explain the difference between client-side and server-side scripting, giving one example for each.

(4 marks)

b) Discuss three (3) advantages of client-side scripting.

(3 marks)

c) State three (3) advantages of server-side scripting. **(3 marks)**

QUESTION FIVE

a) Define the term web application and give two examples.

(4 marks)

b) Explain three (3) advantages of using web applications in organizations.

(6 marks)

QUESTION SIX

a) Discuss three ethical issues in web design and development. **(6 marks)**

b) Explain two legal considerations that a web designer must keep in mind when publishing content online.

(4 marks)