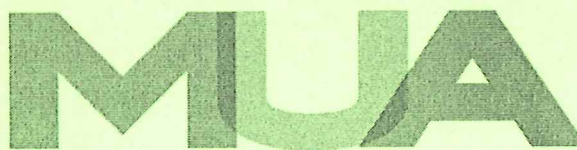


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CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE IN INFORMATION COMMUNICATION
TECHNOLOGY/CERTIFICATE IN BUSINESS INFORMATION
TECHNOLOGY

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

DATE: 18th July 2022

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:

Rapid growth and development of Information Technology (IT) characterizes today's society. As a result, we have grown to depend on the knowledge and competence of an individual in the IT field.

The success of any website is dependent upon the technical proficiency of any custom website development services provider and it is crucial to note that online success doesn't just happen. Web design encompasses many different skills and disciplines in the production and maintenance of websites. The web designer that you hire plays a very crucial role.

Web design and development work is all centered around usability – delivering a great digital experience for everyone who visits your website. The aim is to design a website using the latest web technologies, and to consider various factors such as a lot of different devices, browsers and the Internet speed.

A website's design is an important part of online marketing presence. To build a better website for a business, it is a must to understand the importance of web design

Required:

- a) Discuss FOUR malpractices in web design [8 MARKS]
- b) Assess FOUR classification of websites [8 MARKS]
- c) Discuss FOUR functions of a website for a production industrial company [8 MARKS]
- d) Analyze THREE security threats to websites [6 MARKS]

QUESTION TWO

- a) Differentiate between WWW and the internet [4 MARKS]
- b) Explain the function <title> element [2 MARKS]
- c) Illustrate the appropriate syntax code for displaying an image [4 MARKS]

QUESTION THREE

- a) Explain the purpose of HyperText Markup Language (HTML) [4 MARKS]
- b) Examine the purpose of CSS (Cascading Style Sheets). [4 MARKS]
- c) List two image file formats [2 MARKS]

QUESTION FOUR

- a) Requirement gathering is a process of web design. Explain TWO (2) techniques [4 MARKS]
- b) Compose TWO legal practices to follow when developing an institutions website [4 MARKS]
- c) Define web design [2 MARKS]

QUESTION FIVE

- a) List two PHP Web frameworks [2 MARKS]
- b) Examine TWO advantages breadcrumb navigation use [4 MARKS]
- c) Define the following terms: [4 MARKS]
 - i. Browser
 - ii. URL

QUESTION SIX

- a) Demonstrate TWO (2) reasons why web standards are important [6 MARKS]
- b) Differentiate between IP and HTTP [4 MARKS]

