

**The
Management
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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 WEB DESIGN AND DEVELOPMENT

DATE: 3rd APRIL 2023

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:

When we were first introduced to the internet, IT departments built and managed the majority of websites due to the complexity of the programming. Today, website design has become an industry all on its own. Great web designs have led some businesses to grow and prosper while bad web presences lead others to fail. Your website is much more than a validation tool. Today's web designs require more than great image placement. Designers must consider load speed, content placement, and SEO optimization, not to mention designers must now consider how a website looks on multiple screens.

The importance of a website for marketing extends to every aspect of your digital marketing strategy. As the backbone of your online presence, every type of communication, piece of content or advertisement that you put online will drive the consumer back to your website.

As such, it's important that your website gives consumers a clear idea of what your brand is about and what types of products or services you offer. Though you use third-party social media sites to reach and engage with consumers. You have to have a place to send consumers to when they want to learn more about your business.

Required:

- | | |
|---|------------|
| a) Discuss FOUR types of websites | [8 MARKS] |
| b) Discuss FIVE importance of a website to a business | [10 MARKS] |
| c) Analyze THREE security threats to websites | [6 MARKS] |
| d) List SIX types of programming languages | [6 MARKS] |

QUESTION TWO

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| a) Differentiate between a website and a webpage | [6 MARKS] |
| b) Explain what a URL is | [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) Define a web server [2 MARKS]
- b) Explain what a web browser is [2 MARKS]
- c) List 4 examples of web browsers [2 MARKS]
- d) Define World Wide Web (www) [2 MARKS]
- e) Explain the acronym ISP [2 MARKS]

QUESTION FIVE

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

QUESTION SIX

- a) Define a Web Application [2 MARKS]
- b) Give 2 examples of Web Applications [2 MARKS]
- c) State three (3) benefits of Web Applications [6 MARKS]

