


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Digital Designs and Communications

Semester: III

Programme: BBA E-Business

CC:MKTG2014

Time: 03 hrs.

Max. Marks: 100

Instructions:


SECTION A

S. No.		Marks	CO
Q 1	The artistic arrangement of type in a readable and visually appealing way is a) Typography b) Alignment c) Font d) Content	1	CO1
Q 2	A professionally shot photograph available online for licensing is a) Copyright Graphic b) Stock Photo c) Dummy Copy d) None of these	1	CO1
Q 3	The mobile version of a website design is called _____? a) Responsiveness b) Hybrid App c) Native App d) Resolution	1	CO1
Q 4	Which of the following tools is not used to create a logo? a) Coral Draw b) Adobe Illustrator c) Adobe Photoshop d) Logo Maker	1	CO1
Q 5	Which color is a symbol of trust and security? a) Red b) Green c) Yellow d) Blue	1	CO1
Q 6	Which of the following cannot be installed on a web server? a) Wordpress b) FTP c) Magento d) Joomla	1	CO1
Q 7	Front end design of a web page is always _____? a) PHP b) HTML1 c) ASP	1	CO1

	d) .NET		
Q 8	An article on a BLOG can be termed as? a) Page b) Post c) Media d) Publish	1	CO1
Q 9	The address of a webpage is also known as? a) Server b) Hosting c) Extension d) Domain	1	CO1
Q 10	Which 3 rd Party tool can't be used to design webpage in Wordpress? a) Divi b) Visual Composer c) Visual Basic d) Elementor	1	CO1
Q 11	Name a Content Management System?	1	CO1
Q 12	The proportional relationship between the width and height of a rectangle is called?	1	CO1
Q 13	A type of logo design where a symbol is used in place of the company name?	1	CO1
Q 14	The space around the edge of a page is known as _____?	1	CO1
Q 15	CSS stands for _____?	1	CO1
Q 16	Name a tool for creating a local server to design a webpage?	1	CO1
Q 17	The Page Where my users will land on my website is known as?	1	CO1
Q 18	Give an example of Page Builder.	1	CO1
Q 19	A web page design is divided into 3 sections, name one.	1	CO1
Q 20	Best Professional tool to design a Newspaper is?	1	CO1
SECTION B			
Q 1	What is CMS? Why it is Required?	5	CO1
Q 2	What key metrics do you use to track your design's success?	5	CO3
Q 3	Describe your creative process. What are the major steps?	5	CO2
Q 4	Describe UI/ UX.	5	CO2
SECTION-C			
Q 1	How to design a HTML Page in Wordpress, explain each step required.	15	CO3
Q 2	Explain is Color Theory and it's Different aspects like RGB & HEX, CMYK, Color Palette.	15	CO4
SECTION-D			
Q 1	Explain the following terms: i. Wordpress ii. Favicon iii. Apache iv. cPanel v. Plugin vi. Template vii. Resolution viii. RSS ix. FTP x. Short Code xi. AJAX xii. Metadata xiii. Texture xiv. CSS xv. Resolution	30	CO1, CO2, CO3, CO4, CO5,

			CO6
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End Sem Question Paper SET 2

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Q 8	An article on a BLOG can be termed as? e) Page f) Post g) Media h) Publish	1	CO1
Q 9	The address of a webpage is also known as? e) Server f) Hosting g) Extension h) Domain	1	CO1
Q 10	Which 3 rd Party tool can't be used to design webpage in Wordpress? e) Divi f) Visual Composer g) Visual Basic h) Elementor	1	CO1
Q 11	CMS Stands for _____?	1	CO1
Q 12	FTP Stands for _____?	1	CO1
Q 13	What is the name of the database used to store website's data?	1	CO1
Q 14	In the term UI/ UX what does UX stands for?	1	CO1
Q 15	Best Professional tool to design a Newspaper is?	1	CO1
Q 16	Name a tool for creating a local server to design a webpage?	1	CO1
Q 17	The Page Where my users will land on my website is known as?	1	CO1
Q 18	_____ is a Page Builder to design my website in Wordpress	1	CO1
Q 19	A web page design is divided into 3 sections, name one.	1	CO1
Q 20	The icon of the website shows up in browser's top on the left is called?	1	CO1
SECTION B			
Q 1	How dimensions and resolutions are important in Design?	5	CO2
Q 2	What is user interface and experience, explain.	5	CO2
Q 3	Describe your creative process. What are the major steps?	5	CO1
Q 4	How to track the success of our design?	5	CO2
SECTION-C			
Q 1	Define: Typography, Alignment, Opacity, Responsive layout, Metadata and Meta Tags	15	CO1, CO2,

			CO3, CO4
Q 2	Discuss the process of designing a website using CMS.	15	CO5, CO6
SECTION-D			
Q 1	Explain is Color Theory in detail with all related terms. Also, mention what color signifies what mentality of a user online in design.	30	CO6, CO7