

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Web Design & Development**

**Programme: BBA E-Business Management**

**Time: 03 Hours**

**Instructions: Please answer the questions strictly in Context**

**Semester: 4**

**Course Code: DSIT 2005**

**Max. Marks: 100**

**SECTION A**

**Write on the following in brief**

|       |                         | <b>Marks</b> | <b>CO</b> |
|-------|-------------------------|--------------|-----------|
| Q.1.  | Cookies                 | 3            | 3         |
| Q.2.  | Information Broker      | 3            | 3         |
| Q.3.  | Bandwidth               | 3            | 3         |
| Q.4.  | Firewall                | 3            | 2         |
| Q.5.  | Multivendor Marketplace | 3            | 3         |
| Q.6.  | Payment Processor       | 5            | 2         |
| Q.7.  | SaaS                    | 5            | 3         |
| Q.8.  | Domain Name             | 5            | 2         |
| Q.9.  | Drupal                  | 5            | 2         |
| Q.10. | CMS                     | 5            | 2         |

**SECTION B**

**Attempt all Questions**

|      |   | <b>Marks</b> | <b>CO</b> |
|------|---|--------------|-----------|
| Q.1. | What is the role of Analytics in the E-Commerce industry? | 10           | 1         |
| Q.2. | Compare between Web 1.0 & Web 2.0                         | 15           | 1,3       |
| Q.3. | Discuss SSL Security. What are SSL Certificates.          | 10           | 1         |

**SECTION-C**

**Attempt this section**

|      |   | <b>Marks</b> | <b>CO</b> |
|------|---|--------------|-----------|
| Q.1. | Discuss the 'Magento' E-commerce Platform. What are the benefits of using it?<br>Who are its competitors? | 25           | 1,5       |

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**SECTION A**

| <b>Write on the following in brief</b> |                         | <b>Marks</b> | <b>CO</b> |
|--|-------------------------|--------------|-----------|
| Q.1.                                   | Domain Name             | 3            | 3         |
| Q.2.                                   | Information Broker      | 3            | 3         |
| Q.3.                                   | Wordpress               | 3            | 3         |
| Q.4.                                   | URL                     | 3            | 2         |
| Q.5.                                   | Multivendor Marketplace | 3            | 3         |
| Q.6.                                   | Payment Processor       | 5            | 2         |
| Q.7.                                   | SaaS                    | 5            | 3         |
| Q.8.                                   | Domain Name             | 5            | 2         |
| Q.9.                                   | Drupal                  | 5            | 2         |
| Q.10.                                  | CMS                     | 5            | 2         |

**SECTION B**

| <b>Attempt all Questions</b> |   | <b>Marks</b> | <b>CO</b> |
|------------------------------|---|--------------|-----------|
| Q.1.                         | Describe White Hat and Black Hat SEO. Differentiate between the two.  | 10           | 1         |
| Q.2.                         | Discuss the various types of Web Development Companies. Also, elaborate upon the various roles and skills required in this sector | 15           | 1,3       |
| Q.3.                         | Discuss SSL Security. What are SSL Certificates.  | 10           | 1         |

**SECTION-C**

| <b>Attempt this section</b> |  | <b>Marks</b> | <b>CO</b> |
|-----------------------------|--|--------------|-----------|
| Q.1.                        | Discuss the ' <b>Magento</b> ' E-commerce Platform. What are the benefits of using it?<br>Who are its competitors? | 25           | 1,5       |