JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH IT

2ND YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR

PART TIME MAIN CAMPUS

COURSE CODE: **SCS 207**

COURSE TITLE: WEB DESIGN AND PUBLISHING

EXAM VENUE: STREAM: BBA

DATE: EXAM SESSION:

TIME:

INSTRUCTIONS

1. **Answer Question 1 (Compulsory) and ANY other TWO questions**
2. **Candidates are advised not to write on the question paper**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE (30 MARKS)

(a) Differentiate between tabbed browsing and online help? **(4 marks)**

(b) Briefly discuss how search engine works and list the four searching strategies you are familiar with? **(8 marks)**

(c) Define Intranet and list four of its application in an organization? **(6 marks)**

(d) Write the acronym ISP in full and name any **four** ISPs **(3 marks)**

(e) Describe **two** methods of viewing e-mail messages. **(2 marks)**

(f) Write a basic HTML codes which displays the word "Hello world!" in the body and has a title "student page". **(2 marks)**

(g) What is XML? How it is different from HTML? **(5 marks)**

QUESTION TWO (20 MARKS)

(a) Gemsafe Ltd is a printing press company and it is planning to set up internet in all its department so as to improve CRM and service delivery. Explain any **five** internet costs the company is likely to incur **(10 marks)**

(b) Briefly discuss the following acronyms **(10 marks)**
  (i)   JSP
  (ii)   W3c
  (iii)   URL
  (iv)   WWW
  (v)   TLD

QUESTION THREE (20MARKS)

(a) Explain and show the result of the following HTML codes/tags in a web browser?
  (i)   <h1>Level 1 heading</h1>
          <h2> Level 2 heading </h2>
          <h3> Level 3 heading </h3>
          <h4>Level 4 heading</h4>
          <h5> Level 5 heading </h5>
          <h6> Level 6 heading </h6> **(2 mark)**

  (ii)   index **(1 mark)**
  (iii)   **(2 mark)**

  (iv)   <hr> **(1 mark)**
  (v)
          Mary
          John
           (2 mark)

(Vi)
         Mary
         John
            (2 mark)

(vii)   <table border="1">
<tr>
<td>row 1, cell 1</td>
<td>row 1, cell 2</td>
</tr>
<tr>
<td>row 2, cell 1</td>
<td>row 2, cell 2</td>
</tr>
</table>   **(2 marks)**

(viii)   <form>
First name: <input type="text" name="firstname" />
Last name: <input type="text" name="lastname" />
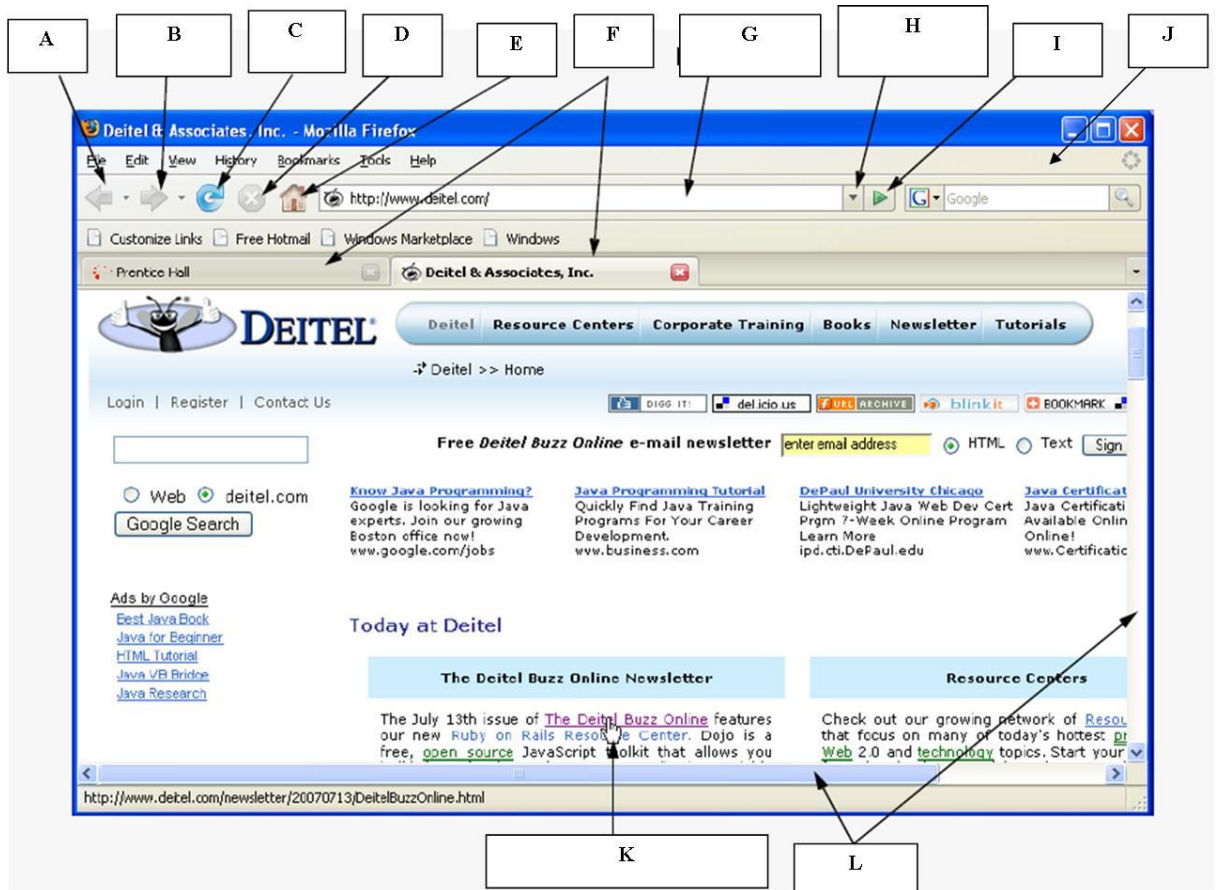</form>   **(2 mark)**

(b) Distinguish File Upload and Down Load?   **(2 marks)**

(c) Write short notes on LAN and WAN?   **(4 marks)**

QUESTION FOUR (20 MARKS)

(a) Web server is a piece of software that enables a website to be viewed using HTTP. Discuss **four** advantages of using a web server within your development environment?   **(4 marks)**

(b) Whenever you view a web page on the internet, you are requesting that page from a web server. When you type a URL into your browser your browser requests the page from the web server and the web server sends the page back, with an aid of a diagram and a brief description support this statement.   **(6 marks)**

(c) Give both the similarity and the difference between HTTP and FTP   **(3 marks)**

(d) Name the HTML elements?   **(2 marks)**

(e) There are several different types of web pages on the Internet and the Students researching the web tend to think that majority of web pages are devoted to providing information which is not the case. In respect to this statement, briefly discuss any **five** types of web pages?   **(6 marks)**

QUESTION FIVE (20 MARKS)

(a) (i) Define the term Web browser?   **(2 marks)**

(ii) Name the **four** most common web browsers you know?   **(2 marks)**

(iii) The diagram below shows one of the web browser, study it and name the parts marked **A, B, C, D, E, F, G, H, I, J, K and L**   **(6 marks)**

(b) List **ten** steps that can hep you do effective web research? **(10 marks)**

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