

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, June 2020**

Course: Web Design & Development

Course Code: DSIT 2010

Programme: BBA Digital Marketing

Instructions: Please answer the questions strictly in Context

Semester: VI

Time: 3 Hours

Max. Marks: 100

**SECTION A (5\*6=30 Marks)**

Write on the following in brief

Marks

CO

Q.1.	Cookies	5	3
Q.2.	Information Broker	5	2
Q.3.	Wordpress	5	3
Q.4.	Payment Processor	5	2
Q.5.	Hosting	5	2
Q.6.	HTML	5	2

**SECTION B (10\*5=50 Marks)**

Attempt all Questions

Marks

CO

Q.1.	What is the role of Analytics in the E-Commerce industry?	10	1
Q.2.	Elucidate upon the steps in which Google Search Technology works.	10	3
Q.3.	What are the benefits of hosting softwares on the Cloud?	10	1
Q.4.	Discuss the various ways in which companies/entities over the internet are making revenues.	10	1
Q.5.	Discuss the various types of Web Development Companies. Also, elaborate upon the various roles and skills required in this sector	10	3

**SECTION C (20 Marks)**

Attempt this section

Marks

CO

Q.1.	Discuss the 'Drupal' framework. What are the benefits of using it? Mention a few similar frameworks.	20	5
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