

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES

Mid Semester Examination (Online) – June, 2021

Program: MBA (Digital Business)

Semester: II

Subject/Course: Web Design and Development

Max. Marks: 100

Course Code: DIGM 7003P



















Duration: 3 Hours

IMPORTANT INSTRUCTIONS

- 1. Use of calculator is allowed.*
- 2. Differentiation in marks will be based on to-the-point answers.*
- 3. Please note Writing sentences that misguide the examiner from the actual answer will lead to deduction of marks. So write less but accurate answers. Stick to the instructions given in the question paper.*
- 4. In case of any confusion, take an assumption and mention the assumption taken.*
- 5. In case of further confusion, feel free to contact the faculty in-charge.*

SECTION A

Q.No	1. Each Question will carry 5 Marks 2. Instruction: Complete the statement / Select the correct answer(s)	Marks	COs
1.	Order the browsers from most popular to least popular: Display Order 1. Firefox 2. Google Chrome 3. Internet Explorer 4. Safari 5. Opera	5	CO1

2	<p>Match the following:</p> <table border="1" data-bbox="162 252 1153 1255"> <thead> <tr> <th data-bbox="162 252 649 325">Logo type</th> <th data-bbox="649 252 1153 325">Logo</th> </tr> </thead> <tbody> <tr> <td data-bbox="162 325 649 472">a. pictorial mark</td> <td data-bbox="649 325 1153 472">i. </td> </tr> <tr> <td data-bbox="162 472 649 630">b. wordmark</td> <td data-bbox="649 472 1153 630">ii. </td> </tr> <tr> <td data-bbox="162 630 649 766">c. lettermark</td> <td data-bbox="649 630 1153 766">iii. </td> </tr> <tr> <td data-bbox="162 766 649 945">d. combination mark</td> <td data-bbox="649 766 1153 945">iv. </td> </tr> <tr> <td data-bbox="162 945 649 1102">e. abstract mark</td> <td data-bbox="649 945 1153 1102">v. </td> </tr> <tr> <td data-bbox="162 1102 649 1255"></td> <td data-bbox="649 1102 1153 1255">vi. </td> </tr> </tbody> </table>	Logo type	Logo	a. pictorial mark	i. 	b. wordmark	ii. 	c. lettermark	iii. 	d. combination mark	iv. 	e. abstract mark	v. 		vi. 	5	CO1
Logo type	Logo																
a. pictorial mark	i. 																
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3.	<p><u>True and False: (If false, mention and briefly explain the correct answer with example; If true, explain with example. No marks without explanation)</u></p> <p>In CSS, the selector <i>class</i> is used to identify one single element in our HTML. <i>Classes</i> are only used when one element on the page should have a particular style applied to it.</p>		CO1														
4.	<p><u>True and False: (If false, mention and briefly explain the correct answer with example; If true, explain with example. No marks without explanation)</u></p> <p>Hick's Law states that things that are clickable should be large and in a position that can be easily clicked</p>	5	CO4														
5.	<p><u>Fill in the blanks:</u></p> <p>The components of Kapferer's brand identity prism can be divided into internal dimensions and external dimensions. _____, _____ and self-image are</p>	5	CO3														

components of internal dimensions. _____, _____ and _____ are components of external dimensions.

6. Fill in the blanks from A to E:

The diagram illustrates a Value Co-creating System. On the left, a box contains 'Firm's Vision & Goals', 'Firm's Needs', and 'Firm's Value Chain', with a yellow box 'D' below it. On the right, a box contains 'Stakeholders Aspirations', 'Stakeholders Expectations', and 'Stakeholder Needs', with a yellow box 'E' below it. In the center, a circle contains 'Brand Loyalty' and three yellow boxes 'A', 'B', and 'C'. Arrows show 'meaningful brand promise' and 'Brand Fulfillment' from the firm to stakeholders, and 'Brand Equity and ROI' and 'Revenue' from stakeholders back to the firm.

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

7. Explain the different types of customer's experience dimensions that help in determining the outcome of conceptualization.

8. Given is a code snippet with inline java script.

```

<html>
<body>
<h2>What Can JavaScript Do?</h2>
<p>JavaScript can show hidden HTML elements.</p>
<p id="demo" style="display:none">Hello JavaScript!</p>
<button type="button"
onclick="document.getElementById('demo').style.display='block'"> Show message!
</button>
<button type="button"
onclick="document.getElementById('demo').style.display='none'"> Back! </button>
</body>

```

	<p><code></html></code></p> <p>Rewrite the code using function in an external javascript named as “code.js”.</p> <p>Further:</p> <ol style="list-style-type: none"> 1) Instead of “Hello Javascript!”, the html prompts the user for a message when he clicks on “Show message!” button and adds on to the previous message. 2) When the user clicks on “Back”, all the previous messages are cleared. 		
9.	Explain with example the different types of javascript and cascading style sheets that can be used while creating a webpage using html. (5+5)	10	CO1
10.	Give the difference between: (5 X 2) <ol style="list-style-type: none"> a. Programs and applications b. Banner Ad and Billboards 	10	CO3
11.	<p>Write down the html and javascript for the below output:</p> <div style="border: 1px solid black; padding: 10px;"> <p>Enter choice: 1. Sum 2. Multiplication 3. Root 4. Power <input type="text" value="3"/></p> <p>Enter first number: <input type="text" value="9"/></p> <p>Enter second number: <input type="text" value="2"/></p> <p><input type="button" value="Calculate"/></p> <p>Result is 3</p> </div>	10	CO2
SECTION C			
<p>1. Each question will carry 20 marks</p> <p>2. Instruction: Write long answer (800 words maximum)</p>			
12.	<p>Imagine yourself as a website designer for an advertisement company named <i>Primus Ad Agency Ltd.</i> :</p> <ol style="list-style-type: none"> a. What is the goal of your advertisement agency? What should be the sitemap for the company’s website? Given: The main focus points of the company are: <ol style="list-style-type: none"> i) Explaining what works they have done for different clients ii) What services they will be doing: Account management, Content publishing and partnerships, data analytics, performance management iii) News about awards, events, press iv) Careers in Primus v) Culture in Primus vi) Contacts of people in Primus (2+5 marks) b. According to the goal of your company, justify what should be the logo type and color of the logo and why? (2+3) 	20	CO4

	<p>c. What should be the font which you will use for content writing and on a banner that shows your company's ad and explain why? (3)</p> <p>d. Describe the brand-building of your ad agency company based on the five steps of the brand creation cycle. (5 marks)</p>		
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