

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur– 603203

**DEPARTMENT OF
COMPUTER SCIENCE AND ENGINEERING**

QUESTION BANK



ME. CSE II SEMESTER

PDS104 WEB DESIGN AND MANAGEMENT

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Prepared by

Dr.S. VENKATESH, ASSISTANT PROFESSOR/CSE



QUESTION BANK

SUBJECT : PDS104 WEB DESIGN AND MANAGEMENT

SEM / YEAR: II / I

UNIT I – PRINCIPLES OF WEB DESIGN			
User Centered Design, Web Medium, Information Architectures, Site Types and Architectures, Page Structure, Site Maps, Navigation, Search, Web Design Process, Designing for Multiple Screen Resolutions, Creating A Unified Site Design, Evaluating Web Sites.			
PART A			
Q.No	Questions	BT Level	Competence
1.	Define User Centered Design.	BTL1	Remember
2.	Identify the principles of User Centered Design.	BTL1	Remember
3.	How do you explain information architecture?	BTL2	Understand
4.	List the site types.	BTL1	Remember
5.	Point out the features of Page structure.	BTL4	Analyze
6.	Give the description of site map index.	BTL2	Understand
7.	What is the need of web design experience?	BTL1	Remember
8.	List the progressive web apps.	BTL1	Remember
9.	Compare static and dynamic websites	BTL4	Analyze
10.	Define stateful and stateless information architecture.	BTL1	Remember
11.	Illustrate the key components of page structure.	BTL3	Apply
12.	How will you analyze the site map for search engines?	BTL4	Analyze
13.	Distinguish between local state and global state in state management.	BTL2	Understand
14.	Express the UI and UX design in web management.	BTL2	Understand
15.	Examine the advantages of web management.	BTL3	Apply
16.	Integrate the trends in web design and management.	BTL6	Create
17.	Compose a role which is played by navigation search.	BTL6	Create
18.	Assess the features of app navigation search.	BTL5	Evaluate
19.	Discover the relevance of responsive web design.	BTL3	Apply
20.	Recommend the performance optimization of web design.	BTL5	Evaluate
21.	Identify best practices for effective search in web design.	BTL1	Remember
22.	Specify the key aspects of unified site design.	BTL2	Understand
23.	Compose how menu and links and call to action is used in Navigation .	BTL6	Create
24.	How would you specify user experience and interaction?	BTL3	Apply

PART – B			
1.	Analyze the basic principles of user centered design.	BTL4	Analyze
2.	Describe in detail about the demodulation of OFDM.	BTL2	Understand
3.	(i) Compare areas of web development. (ii) Explain cloud computing and web.	BTL4	Analyze
4.	Examine the information architectures.	BTL3	Apply
5.	Describe site types and architectures.	BTL1	Remember
6.	Describe the architecture of page structure in web design.	BTL1	Remember
7.	Discuss about importance of site maps using example.	BTL2	Understand
8.	How will you apply the concept of Web Design Process in website development?	BTL3	Apply
9.	Generalize the role of design for multiple screen resolutions.	BTL6	Create
10.	(i) Examine the characteristics of unified design (ii) Describe in detail about cloud development.	BTL1	Remember
11.	Explain the techniques for selecting basic web site parameters.	BTL4	Analyze
12.	Discuss: (i) Web design process (ii) Navigation Search.	BLT2	Understand
13.	What is Web Medium? Explain in detail.	BTL1	Remember
14.	(i) Summarize the functions of Web page design. (ii) Explain static and dynamic web pages.	BTL5	Evaluate
15.	Illustrate briefly about wireframing and prototyping.	BTL3	Apply
16.	Discuss in detail about content creation and integration.	BLT2	Understand
17.	Explain briefly about website evaluation criteria.	BTL4	Analyze

UNIT II - ELEMENTS OF PAGE DESIGN

ELEMENTS OF PAGE DESIGN: Elements Of Page Design, Adding Styles With CSS, Pages And Layout, Typography, Color, Images, GUI Widgets and Forms, Responsive Web Designs, User Input Forms, Working With Data Tables, Web Standards And Styles.

PART – A			
1.	What is Internet?	BTL1	Remembering
2.	Define WWW.	BTL1	Remembering
3.	What is open source software?	BTL1	Remembering
4.	Define URL.	BTL1	Remembering
5.	Recall the parts of URL.	BTL1	Remembering
6.	Show the history of web.	BTL1	Remembering
7.	Infer the anatomy of a web page.	BTL2	Understanding
8.	Illustrate HTML elements.	BTL2	Understanding
9.	Summarize semantic markup.	BTL2	Understanding
10.	Compare and contrast block and inline elements.	BTL2	Understanding
11.	Identify the attributes of tag.	BTL3	Applying
12.	Organize the types of lists.	BTL3	Applying

13.	Decide whether each of these forms should be sent via the GET or POST method: A form for accessing your bank account online _____ A form for collecting long essay entries _____	BTL3	Applying
14.	Distinguish between intranets and extranets.	BTL4	Analyzing
15.	How would you mark up this comment in an HTML document so that it doesn't display in the browser window? product list begins here	BTL4	Analyzing
16.	Why is it necessary to include alternative text? Name two reasons.	BTL4	Analyzing
17.	Compare tag and element.	BTL5	Evaluating
18.	Compare Absolute URL and Relative URL.	BTL5	Evaluating
19.	Write out the recommended minimal structure of an HTML5 document.	BTL6	Creating
20.	All of the following markup examples are incorrect. Describe what is wrong with each one, and then write it correctly. <i>Congratulations!</i> This is a new paragraph	BTL6	Creating
21.	Infer the colors used in color theory.	BTL2	Understanding
22.	Examine how colors and images work together.	BTL-1	Remembering
23.	List out the best practices used in colors and images in web design.	BTL-1	Remembering
24.	Identify CSS media queries.	BTL3	Applying
PART – B			
1.	Describe about the URL and its components.	BTL1	Remembering
2.	(i) Write down the steps in creating new HTML document in Notepad. (ii) Recall the steps in creating new HTML document in TextEdit.	BTL1	Remember
3.	(i) List the naming conventions while naming your files. (ii) What are the information that are ignored by the browser?	BTL3	Apply
4.	(i) Show the basic HTML document structure. (ii) What is block and inline elements? Write in detail.	BTL3	Apply
5.	Illustrate about empty elements and attributes in detail.	BTL6	Create
6.	Summarize about (i) Headings (ii) Lists	BTL1	Remember
7.	(i) Infer the obsolete HTML 4.01 text elements. (ii) Show the special characters and their character references.	BTL4	Analyze
8.	Make use of the img element and its required and recommended attributes.	BTL2	Understand
9.	Organize how tables are used? (13)	BTL1	Remember
10.	Analyze how forms work. (13)	BTL2	Understand
11.	Distinguish between HTML and XHTML? (13)	BTL1	Remember
12.	Examine the HTML Doctypes. (13)	BTL2	Understand
13.	Explain about (i) Adding a video to a page. (7) (ii) Adding audio to a page. (6)	BTL4	Analyze
14.	Create a canvas to draw the given image in the web page. (13) 	BTL4	Analyze

15	Illustrate in detail with an example responsive web page design.	BTL6	Create
16	Explain in detail about making the data tables responsive.	BTL5	Evaluating
17	Analyze common examples of GUI Widgets and forms.	BTL4	Analyze
UNIT III - WEB CONTENT DESIGN			
Features – Automated Templates – Template Processor Front Controller Pattern – Content Modeling – Content Aggregation – Plug-Ins – Search Engine Optimization – Recommended Usage Of Tools – WORDPRESS.			
PART – A			
1.	What is Textual Content?	BTL1	Remember
2.	Examine the purpose of automated templates.	BTL3	Apply
3.	Evaluate how testing and validation process is done in a web page?	BTL5	Evaluate
4.	Discover the purpose of spreadsheet templates.	BTL3	Apply
5.	Define the types of content management system.	BTL1	Remember
6.	Classify the 3GPP organization.	BTL4	Analyze
7.	Develop the overview of content modelling.	BTL6	Create
8.	Give the purpose of pug-ins.	BTL5	Evaluate
9.	Analyze features of Web Content design.	BTL4	Analyze
10.	Differentiate content strategy and content structure.	BTL2	Understand
11.	Distinguish SEO optimization and Visual Design.	BTL2	Understand
12.	List the states of content management.	BTL1	Remember
13.	Differentiate ARQ and HARQ?	BTL4	Analyze
14.	List the features of content Aggregation.	BTL1	Remember
15.	Design a schematic model of Web Design.	BTL6	Create
16.	Give the importance of tools in web design.	BTL2	Understand
17.	Tabulate the characteristics of engine search optimization.	BTL1	Remember
18.	Identify the issues that are broken document links.	BTL1	Remember
19.	Interpret Document metadata.	BTL2	Understand
20.	Show the importance of web content design.	BTL3	Apply
21.	Examine the key elements of search engine optimization.	BTL3	Apply
22.	Identify the features that is to be used in high quality web design.	BTL1	Remember
23.	Define front end controller design pattern.	BTL1	Remember
24.	Give in detail about specific web design.	BTL2	Understand
PART – B			
1.	Discuss about textual content.	BTL2	Understand
2.	(i) Illustrate briefly about automated templates (ii) Demonstrate content aggregation.	BTL3	Apply
3.	Demonstrate common types of automated templates.	BTL3	Apply
4.	Integrate the common characteristic features of data templates	BTL6	Create
5.	Summarize: (i) Plug-ins. (ii) Content modelling.	BTL5	Evaluate
6.	Discuss about the tools in web content design.	BTL2	Understand
7.	(i) Describe about Composite Radio Environment . (ii) Examine Protocol Boosters in detail	BTL1	Remember

8.	Describe the Search Engine Optimization.	BTL1	Remember
9.	Compare and contrast the Web design environment	BTL4	Analyze
10.	Write short notes on: (i) Tools used in Plug-ins. (ii) Mobility Management in Web design.	BTL1	Remember
11.	Explain the basic procedures for automated templates.	BTL1	Remember
12.	(i) Express the idea of Block editor. (ii) Discuss about Backhaul Considerations	BTL2	Understand
13.	Explain SEO Tools.	BTL4	Analyze
14.	Pointout the E-commerce tools.	BTL4	Analyze
15.	Explain briefly about the steps and examples used in content modelling.	BTL5	Evaluate
16.	Illustrate the key concepts, benefits and examples in content modelling	BTL 6	Create
17.	Analyze SEO in web design.	BTL4	Analyze

UNIT IV - WEB CONTENT MANAGEMENT

Work Flow Management – Document Management – Collaboration – Versioning – Recommended Usage of Tools – WORDPRESS.

PART – A

1.	Define content.	BTL1	Remembering
2.	What is content management system?	BTL3	Apply
3.	List the types of content management system.	BTL5	Evaluate
4.	What does a CMS does?	BTL3	Apply
5.	What a CMS doesn't do?	BTL1	Remember
6.	What is WordPress?	BTL4	Analyze
7.	Infer how safe a website on WordPress is.	BTL6	Create
8.	Outline the types of hooks in WordPress and mention their functions.	BTL5	Evaluate
9.	Summarize the positive aspects of WordPress.	BTL4	Analyze
10.	Show the system requirements for installing WordPress.	BTL2	Understand
11.	Apply the concept of aesthetics in web design.	BTL2	Understand
12.	Identify the elements that make a website aesthetically pleasing.	BTL1	Remember
13.	Analyze use of the steps to add animation in a website.	BTL4	Analyze
14.	Discover the libraries and plugins for adding animation.	BTL1	Remember
15.	Analyze the pros and cons of using animation.	BTL6	Create
16.	Examine about web hosting.	BTL2	Understand
17.	Deduct the steps to host a website.	BTL1	Remember
18.	Evaluate the publishing of website on local network.	BTL1	Remember
19.	Compose web hosting.	BTL2	Understand
20.	Is WordPress a hosting site? Discuss .	BTL3	Apply
21.	Identify versioning in content management system.	BTL1	Remember
22.	Classify Web content design.	BTL4	Analyze
23.	Analyze content testing and optimization.	BTL6	Create
24.	What is meant by Content Strategy?	BTL2	Understand

PART – B			
1.	What is HTML? How will you create a responsive website using HTML?	BTL1	Remembering
2.	Show the responsive design of web page using CSS.	BTL1	Remembering
3.	How a web page can be designed using HTML5 layout?	BTL1	Remembering
4.	Recall the use of JavaScript in front-end web design using an example.	BTL1	Remembering
5.	Demonstrate about content management system for website development.	BTL2	Understanding
6.	Explain about WordPress in detail.	BTL2	Understanding
7.	Interpret why WordPress is the best CMS?	BTL2	Understanding
8.	Identify the role of aesthetics in web design.	BTL3	Applying
9.	Analyze how to make use of the necessary elements to design a website with aesthetics.	BTL3	Applying
10.	How do you create a minimalist design? Analyze it.	BTL4	Analyzing
11.	Discover about page transitions with example.	BTL4	Analyzing
12.	Examine the functions of Floating and Positioning tags with example.	BTL4	Analyzing
13.	Evaluate the Page Layout with Cascading Style Sheet.	BTL5	Evaluating
14.	Discuss the Anatomy of a JavaScript in detail with example.	BTL6	Creating
15.	Describe in detail about document management in web management. (13)	BTL1	Remembering
16.	Explain in detail about recommended usage of wordpress tools.	BTL4	Analyzing
17.	Explain in detail about the tools used in workflow management.	BTL5	Evaluating

UNIT V WEB ANALYTICS			
Web Analytics Process – Data Collection – Qualitative Analysis – Log File Analysis – Page Tagging – Hybrid Methods – Click Analytics – Onsite And Offsite Analytics – Web Analytics Methods.			
1.	Define Web Analytics	BTL1	Remember
2.	Give the key aspects of traffic analysis.	BTL2	Understand
3.	Differentiate google analytics and adobe analytics.	BTL2	Understand
4.	Illustrate the schematic diagram of SDN.	BTL3	Apply
5.	Define data collection.	BTL1	Remember
6.	Assess the advantages of log file analysis.	BTL5	Evaluate
7.	What is Qualitative analysis?	BTL1	Remember
8.	Assess the key roles played by Click Analytics.	BTL5	Evaluate
9.	Express the idea of Log File Analysis.	BTL2	Understand
10.	Define Mix panel.	BTL1	Remember
11.	Illustrate the procedure of descriptive analysis in Web analytics.	BTL3	Apply
12.	List the different configurations of Qualitative Analytics.	BTL1	Remember
13.	Point out the the features of page tagging.	BTL4	Analyze
14.	Analyze the Qualitative analytics.	BTL4	Analyze
15.	Describe Quantitative analytics.	BTL3	Apply

16.	Create a A/B testing analytics.	BTL6	Create
17.	Describe the features of predictive analysis.	BTL2	Understand
18.	Differentiate Real Time Analytics and Historical Analytics.	BTL4	Analyze
19.	How would you create hybrid analytics?	BTL6	Create
20.	Differentiate between user segmentation and cohort analysis.	BTL1	Remember
21.	Give a brief description of log file analysis.	BTL2	Understand
22.	Define conversion rate optimization.	BTL1	Remember
23.	What is meant by behavioral segmentation?	BTL2	Understand
24.	Give an insight of site speed analysis.	BTL2	Understand
PART – B			
1.	Explain the outcomes for any website.	BTL5	Evaluate
2.	i) Discuss about the data collected by web analytic tools. ii) Give the structure of web Analytics for the company based model.	BTL2	Understand
3.	Compare and contrast the central and distributed dataplanes.	BTL4	Analyze
4.	Summarize the Consumer based and customer based metrics.	BTL2	Understand
5.	Explain Web metrics cycle.	BTL1	Remember
6.	(i) Illustrate the page tagging mechanism. (ii) Examine click analytics .	BTL3	Apply
7.	Demonstrate the centralized and distributed control of SDN.	BTL3	Apply
8.	Describe in detail about the SDN framework.	BTL1	Remember
9.	Examine the network overlays in detail.	BTL1	Remember
10.	Generalize the functions of (i) Analytics tag (ii) Conversion tag.	BTL6	Create
11.	(i) Identify the properties of Click stream. (ii) Describe about custom event tags.	BTL1	Remember
12.	Discuss about the On-site and off-site analytics.	BTL2	Understand
13.	Analyze the tags used in page tagging.	BTL4	Analyze
14.	Analyze the types of Web analytics methods.	BTL4	Analyze
15.	Explain in detail about the ways click analytics are used in web design.	BTL5	Evaluate
16.	Illustrate in detail about hybrid methods used in web design.	BTL3	Apply
17.	Explain key methods and tools in web analytics.	BTL6	Create