



(Knowledge for Development)

**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR FOUR SEMESTER TWO EXAMINATIONS**

**FOR THE BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY**

COURSE CODE : BIT 424

COURSE TITLE : DESIGN TECHNIQUES FOR WEBSITES

DATE: 11/11/2020

TIME: 9.00 A.M – 12.00 NOON

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE (COMPULSORY)

[30 MARKS]

- a) Defines the following terms and state their use in web programming [6 Marks]
- I. Search Engine Optimization
 - II. Secure Socket Layer
 - III. Domain
 - IV. World Wide Web
 - V. Control Panel
 - VI. Hypertext transfer protocol
- b) State three advantages and three disadvantages of using WordPress content management software [6 marks]
- c) Illustrate clearly with an examples the difference between Plugin and Widget [4 marks]
- d) Analytics is an important technique that enhances the quality of a website. Sating 4 reasons, explain the this statement [12 Marks]
- e) State the difference between http and https [2 Marks]

QUESTION TWO

[20 MARKS]

- a) Differentiate between SEO and SEM in website design [4 Marks]
- b) State four Importance of Search Engine Optimization [4 Marks]
- c) Discuss the following terms as applied to SEO [12 Marks]
- i. On Page SEO
 - ii. Of Page SEO
 - iii. Meta Tags
 - iv. Keywords

QUESTION THREE

[20 MARKS]

- a) Discuss the process of web publishing [5 Marks]
- b) Using an example, explain the parts of a URL [6 Marks]
- c) State three ways one can increase website security [6 Marks]
- d) State three types of media that can be published on a website [3 Marks]

QUESTION FOUR

[20 MARKS]

With examples, discuss four ways in which analytics can be implemented in a website [20 Marks]

QUESTION FIVE

[20 MARKS]

Compare any two content management software's listing four advantages and four disadvantages for each [20 Marks]