



(Knowledge for Development)

KIBABII UNIVERSITY

(KIBU)

**UNIVERSITY EXAMINATIONS
2015/2016 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR FOUR SEMESTER ONE EXAMINATIONS**

**FOR THE DEGREE OF
BACHELOR OF SCIENCE
(INFORMATION TECHNOLOGY)**

**COURSE CODE : BIT 424
COURSE TITLE : DESIGN TECHNIQUES
OF WEBSITES**

DATE: 28/09/2017

TIME: 8.00A.M. – 10.00A.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE (COMPULSARY) [30 MARKS]

- a. Usability (design), functionality (content) and accessibility are important aspect of website development. Briefly examine them. [6 marks]
- b. Explain any three guidelines of choosing fonts for use in a website. [6 marks]
- c. Discuss three factors that affects the loading speed of a website. [6 marks]
- d. Technology has influence on website design. Briefly discuss any three technological aspects on the user device that is likely to influence the design. [6 marks]
- e. Briefly explain any three factors you will consider in selecting a color scheme for a website [6 marks]

QUESTION TWO [20 MARKS]

- a. Website is majorly for passing information to the intended users. For effective communication, feedback is important. Propose ways of enhancing two-way communication in a website. [6 marks]
- b. Discuss the four pillar activities of web governance. [6 marks]
- c. Compare additive and subtractive color model as used in web design [8 marks]

QUESTION THREE [20 MARKS]

- a. Briefly explain four advantages of responsive web design to the Web Designers. [8 marks]
- b. Responsive website designing is a modern approach of website designing. It comprises of four core elements. Briefly describe them [12 marks]

QUESTION FOUR [20 MARKS]

- a. Explain three factors you will consider when choosing a hosting service provider [6 marks]
- b. Discuss three factors you will consider in evaluation of web content management system. [6 marks]
- c. Analyse the use of modules to extend the functionality of a web content management system advantages of using modules. [8 marks]

QUESTION FIVE [20 MARKS]

- a. Personalization is an effective marketing strategy. Propose how personalization can be enhanced in website development. [8 marks]
- b. Compare and contrast Web 2.0 and Web 3.0. [12 marks]