

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

MAIN EXAMINATION

AUGUST - DECEMBER 2015 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

EVENING PROGRAMME

DLIS 126: WEB DESIGN

Date: DECEMBER 2015

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define the term HTTP and FTP describing the difference between HTTP and FTP **(4 marks)**
- b) Describe THREE most important concepts used for web statistics in web development. **(6 marks)**
- c) Discuss TWO advantages and disadvantages of the tableless development approach in web development. **(6 marks)**
- d) Differentiate between vector and raster images describing the advantages and disadvantages. **(4 marks)**
- e) Discuss THREE main methods of including CSS in a HTML website. **(6 marks)**
- f) Define the term SEO identifying FOUR SEO techniques for better website rankings. **(6 marks)**
- Q2. a) Explain how you would include the following features in a HTML document.

- i Put a level two heading 'I am at top'
- ii Put 'I am BOLD' in bold typeface.
- iii Render 'I am BIG' in a large front.
- iv Provide a link to <http://www.cuea.edu>
- v Provide an email link to library.cuea.edu **(20 marks)**

Q3. a) Discuss FOUR main features to consider in order to improve the accessibility in web design. **(8 marks)**

b) Discuss TWO advantages of Ad-hoc process in web development. **(4 marks)**

c) Using examples explain how you would implement the following in a HTML document. **(8 marks)**

- i Unordered list
- ii Ordered list
- iii Defined list
- iv Nest lists

Q4. a) Discuss FOUR main website testing techniques. **(8 marks)**

b) Discuss FOUR major principles of effective web design. **(8 marks)**

c) Describe TWO elements of a HTML table structure. **(4 marks)**

END

