

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2015 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

EVENING PROGRAMME

LIS 402: ADVANCED WEB AUTHORIZING AND MANAGEMENT

Date: DECEMBER 2015

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Differentiate between static and dynamic websites. **(4 marks)**
- b) Discuss THREE challenges that affect website development projects. **(6 marks)**
- c) Discuss FOUR main features of a web content management system (CMS) **(4 marks)**
- d) By the use of an illustration explain the content creation lifecycle. **(8 marks)**
- e) Discuss FOUR techniques for optimizing the website security to avoiding hacking disasters. **(8 marks)**
- Q2. a) The content management system that the library select need to assist in the management and delivery of digital resources. Discuss FOUR areas that needs to be put into consideration when deciding on which content management system to implement. **(8 marks)**
- b) Describe the FIVE step process for effective website design. **(10 marks)**
- c) Describe TWO main purposes of a sitemap. **(2 marks)**

- Q3. a) Describe the THREE main website navigation methods. **(6 marks)**
- b) Discuss FOUR main website testing techniques. **(8 marks)**
- c) Discuss THREE factors to consider before choosing a web hosting company. **(6 marks)**
- Q4. a) Discuss the TWO main web design approaches. **(4 marks)**
- b) Describe FOUR techniques for increasing traffic to your website through search engine optimization. **(8 marks)**
- c) Describe FOUR methods of how to integrate social media into your website. **(8 marks)**

END