



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE &  
TECHNOLOGY UNIVERSITY EXAMINATIONS 2012/2013  
2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER EXAMINATION IN BACHELOR OF  
BUSINESS ADMINISTRATION WITH IT  
(MAIN- SCHOOL BASED)**

**COURSE CODE: SCS 207**

**COURSE TITLE: WEB DESIGN AND PUBLISHING**

**DATE: 29/8/13**

**TIME: 9.00 -11.00 AM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

- 1. This paper contains five (5) questions.**
- 2. Answer question 1 (compulsory) and ANY other TWO questions.**
- 3. Write all answer in the booklet provided.**

### Question 1 30 marks

- a) using appropriate tag explain marquee element as used in HTML 4marks
- b) Explain the need for web servers 2marks
- c) What is an Index page in the web design and publishing 2marks
- d) Explain **four** reason why we study web design and development 8marks
- e) Write an algorithm for developing a website 4marks
- f) Explain **three** attributes used for formatting fonts in HTML 6marks
- e) List any **four** formatting styles used in HTML 4marks

### Question 2 20marks

- a) Explain the following terminologies 4marks
  - i. Internet
  - ii. Intranet
- b) Explain the difference between ordered and unordered list 4marks
- c) Explain the role of search engine in carrying research 4marks
- d) Distinguish between web hosting and web publishing 6marks
- e) What is spacer illustrated using an example 2 marks

### Question 3 20marks

- a. Differentiate internet server and a web-server. 4marks
- b. Write a code to insert an image on a web page 2marks
- c. Explain the following syntax `<form attributes> form elements</form>` 4marks
- d. Explain the strong tag and how it can be used by syntax 2marks
- e. Explain the **four** necessary steps in web page design? 4marks
- f. Timon a web developer decides to use frames in his web development practices, discuss the Advantages he gains when using frames over tables. 4marks

#### **Question 4 20marks**

- a) Explain the following form elements: 6marks
- i. Selection list;
  - ii. Textbox;
  - iii. Checkbox.
- b) Write hmtl code to create hyperlink. 4marks
- c) List any **four** elements critical in design a web page. 4marks
- d) Explain at **five** advantages of using search engines 6marks

#### **Question 5: 20marks**

- a) Define Definition List(DDL) 2marks
- b) State the meaning of the following terms:  
8marks
- i. Rowspan.
  - ii. Cellspacing.
  - iii. Colspan.
  - iv. Cellpadding.
- c) Explain the following terms in CSS : 6mark
- i. Selector;
  - ii. Property;
  - iii. Value.
- d) Write a syntax for the above CSS. 2marks
- e) What is a search engine? 2marks