KASNEB

CICT PART II SECTION 4

WEB DESIGN AND e-COMMERCE

FRIDAY: 25 November 2016.   Time Allowed: 3 hours.

Answer ALL questions. Marks allocated to each question are shown at the end of the question.

QUESTION ONE
(a)   Explain the application of e-commerce in the following fields:

    (i)   Home banking.   (2 marks)

    (ii)   Home entertainment..   (2 marks)

    (iii)   Electronic cash (e-cash).   (2 marks)

    (iv)   Electronic cheques (e-cheques).   (2 marks)

(b)   Discuss six advantages of having e-commerce over extranets.   (6 marks)

(c)   With the aid of a table, describe the six service layers of cloud computing.   (6 marks)
                                                                        (Total: 20 marks)

QUESTION TWO
(a)   Highlight three ways in which JavaScript code could be added to HTML elements.   (3 marks)

(b)   Analyse four advantages of XML over HTML.   (8 marks)

(c)   Write JavaScript code to execute the following tasks:

    (i)   Calculate the product of two numbers and return the result.   (3 marks)

    (ii)   Define an object with an object literal.   (3 marks)

    (iii)   Illustrate how to set up a cookie.   (3 marks)
                                                                        (Total: 20 marks)

QUESTION THREE
(a)   Differentiate between "graphics design" and "web design".   (4 marks)

(b)   Write a simple HTML document that will display a photo named "myhouse.png" on a 304px by 228px screen.
                                                                        (4 marks)

(c)   You have an external script named "script.js" with the following code:

Function Hello ( )
{
    alert ("Hello my dear friends.");
}

Required:
Create an HTML document that will connect to the above script when a button is clicked from the browser.   (6 marks)

(d)   Write HTML code that renders the table below when run on a browser:

First name	Last name
Mary	Wafula
Moses	Okolli
Richard	Wambua
Jane	Kiprono

                                                                        (6 marks)
                                                                        (Total: 20 marks)

QUESTION FOUR

(a)   Write HTML code that displays the web page shown below:

Ensure that academic achievement is selected from a drop down list.   (14 marks)

(b)   Create a PHP script for creating a MySQL database.   (6 marks)

(Total: 20 marks)

QUESTION FIVE

(a)   Paul Mwiti has been tasked to provide guided navigation during the design of a website for a customer.

    (i)   Explain to Paul Mwiti the meaning of the term "guided navigation".   (2 marks)

    (ii)   Distinguish between "familiar navigation" and "primary navigation".   (4 marks)

(b)   You are employed in a software development company that specialises in the development of web applications.

    Explain five ways in which you could optimise the performance of web applications.   (10 marks)

(c)   E-commerce is a growing technology adopted around the world.

    Highlight four technological limitations of the adoption of e-commerce in developing countries.   (4 marks)

(Total: 20 marks)

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