



CICT PART II SECTION 4

WEB DESIGN AND e-COMMERCE

FRIDAY: 3 September 2021.

Time Allowed: 3 hours.

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

QUESTION ONE

- (a) Suggest four ways that you could use to optimise a website's assets. (4 marks)
- (b) Describe the following terms used in cascading style sheets to set properties of an HTML table.
 - (i) Border-collapse. (2 marks)
 - (ii) Border-spacing. (2 marks)
 - (iii) Caption-side. (2 marks)
- (c) Write a Javascript function that stores the values; "CICT", "PART", "2", "SECTION" and "4" in an array. The script then reads the values from the array and displays the text in one sentence. (6 marks)
- (d) Write HTML code to display the following password outputs where passwords are converted to bullets in the browser display:

Password: (4 marks)
(Total: 20 marks)

QUESTION TWO

- (a) With respect to websites, examine four test activities performed under functionality testing. (4 marks)
- (b) Discuss the privacy and security issues that have lately come to the forefront of internet concerns. (2 marks)
- (c) Assess three reasons why a developer might use PHP as a scripting language. (3 marks)
- (d) Write the animation code that binds an animation named "dimmy" of an initially red circle to a <div> element. The animation should last for 4 seconds and then gradually change the background colour of the <div> element from "red" to "yellow". (5 marks)
- (e) Create the table below using CSS and HTML code:

Shopping list

City	Street	Shop
Mombasa	Beach Road	A Shop
Nairobi	Tom Mboya	B Shop
Nakuru	Kenyatta Avenue	C Shop

(6 marks)
(Total: 20 marks)

QUESTION THREE

- (a) Explain four examples of the use of the client-server model as used in the internet. (4 marks)
- (b) Explain how media proliferation and audience fragmentation are related. (2 marks)
- (c) Write HTML code using fieldset and legend elements to display the forms below on a browser.

Mailing list sign-up

Add me to your mailing list

No thanks

Contact information

Full Name

Email

State

- (d) Develop a guide for using a content management system (CMS) to develop a website. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain the meaning of each of the following models of e-marketing:
- (i) Floating advertisements. (1 mark)
- (ii) Unicast advertisements. (1 mark)
- (iii) Interstitials. (1 mark)
- (iv) Takeover advertisements. (1 mark)
- (b) Describe how value chain management services provided by e-procurement companies benefit buyers. (2 marks)
- (c) Highlight four benefits of using thin clients as cloud computing client components. (4 marks)
- (d) Write HTML and CSS code to make a rounded corner for an element with a specified background colour by using the property "border-radius". (6 marks)
- (e) Write HTML statements to display the following subscript and superscript outputs on a browser:
- (i) H_2O . (2 marks)
- (ii) $E = MC^2$ (2 marks)
- (Total: 20 marks)**

QUESTION FIVE

(a) Explain the following types of apps used in development of websites:

- (i) Mobile website. (1 mark)
- (ii) Mobile web app. (1 mark)
- (iii) Native app. (1 mark)
- (iv) Hybrid app. (1 mark)

(b) Suggest six hardware components needed to implement an e-commerce infrastructure. (6 marks)

(c) Write HTML code that would be used to create the following objects in a website:

- (i) Frame. (3 marks)
- (ii) Image. (3 marks)

(d) Write a Javascript program to rotate the string “web design” in the right direction by periodically removing one letter from the end of the string and attaching it to the front. (4 marks)

(Total: 20 marks)

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