



CICT PART II SECTION 4

WEB DESIGN AND e-COMMERCE

FRIDAY: 21 May 2021.

Time Allowed: 3 hours.

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

QUESTION ONE

- (a) Describe two features of electronic bill payment and presentment systems (EBPP). (2 marks)
- (b) Write HTML code to illustrate the following:
  - (i) An iframe used to display a webpage within a webpage. (3 marks)
  - (ii) Make a cell span more than one column to produce the table below.

Cell that spans two columns

Name	Telephone	
Bill	555778	555855

- (c) Analyse six dimensions of e-commerce security. (4 marks)
  - (d) Enumerate five distinguishing features between traditional commerce and e-commerce. (6 marks)
- (Total: 20 marks)

QUESTION TWO

- (a) Differentiate between the following pairs of terms as used in e-commerce:
  - (i) Static and dynamic websites. (4 marks)
  - (ii) Cyber fraud and cyber terrorism. (4 marks)
- (b) Consider the following code:

```
<p> hello </p>
<div>
    <div> one </div>
    <div id = "div" > two <br/> two two </div>
</div>
<div class = "div" > three <br/> three three <br/>
    three three three </div>
<div class "div"> four <br/> four four <br/>
    four four four </br>
    <span class = "div" > four four four </span> </div>
<p> goodbye </p>
```

Required:

Using an illustration, demonstrate how the above HTML code would display when the browser is viewed on-screen.

Assuming that the HTML is wrapped in a valid full page with a head and body. Indicate any non-white background by shading lightly or by drawing diagonal lines. (8 marks)

- (c) Write a HTML document using Java Script code that will display the words "Peaceful Country for Peaceful Citizens" in a web page. (4 marks)

(Total: 20 marks)

### QUESTION THREE

- (a) Describe the following terms as used in the cyber space:
- (i) E-contracts. (2 marks)
  - (ii) SSL. (2 marks)
  - (iii) Plugins. (2 marks)
- (b) Using examples, illustrate the use of the internet in the context of the following:
- (i) Public cloud model. (2 marks)
  - (ii) Private cloud model. (2 marks)
- (c) One of the primary concerns for web users is their content security.  
Explain four of ways of ensuring content security on a website. (4 marks)
- (d) Write HTML code to display the following unordered list on a browser:

#### Shopping list

- Bread
- Milk
- Butter
- Tea

Ensure that the title of the list reads; "Example of unordered list". The phrase "shopping list" should be in bold type font. (6 marks)

(Total: 20 marks)

### QUESTION FOUR

- (a) (i) Explain the meaning of the term "digital signature" in the context of e-commerce. (2 marks)
- (ii) Outline two properties of a digital signature. (2 marks)
- (b) A new start-up company has rolled out a competition in designing its logo. You are expected to participate in the competition.  
Evaluate three things you should consider while designing the logo for the start-up company. (6 marks)
- (c) You are expected to format a button with the following:

Feature	Property
Back colour	Red
Text alignment	Center
Cursor	Pointer
Border	None
Padding	15px by 32px
Hover color	Green

#### Required:

Write HTML and inline CSS code that will create the button formatted as described above. (6 marks)

- (d) Explain two uses of cookies in a web page. (4 marks)
- (Total: 20 marks)

### QUESTION FIVE

- (a) Write HTML code to illustrate the creation of a navigation side-bar using a table.

The sidebar should contain the following hyperlinks:

- Home
- Samples
- About Us
- Contact Us
- Purchase

(6 marks)

- (b) Citing typical applications in a website or e-commerce setup in each case, explain the following:
- (i) Content Management Software (CMS). (3 marks)
  - (ii) Payment gateways. (3 marks)
- (c) (i) Evaluate three ways in which embedded videos have transformed e-commerce websites. (6 marks)
- (ii) Explain two drawbacks of embedding flash videos in a website. (2 marks)
- (Total: 20 marks)**
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