

# KASNEB

## CICT PART II SECTION 4

### WEB DESIGN AND e-COMMERCE

FRIDAY: 27 November 2015.

Time Allowed: 3 hours.

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

#### QUESTION ONE

- (a) Highlight four features that distinguish a blog from a website. (4 marks)
- (b) Outline four technical and three non-technical limitations to the growth of e-commerce in developing countries. (7 marks)
- (c) (i) Analyse the process in which a script establishes database connectivity. (3 marks)
- (ii) Write JavaScript code to illustrate the formatting of cookie data. (6 marks)
- (Total: 20 marks)**

#### QUESTION TWO

- (a) 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)

- (b) (i) Describe three types of tags that could be used to build a table. (6 marks)
- (ii) Write HTML code for a table with two rows and two columns using the tags described in (b) (i) above. (4 marks)
- (c) Citing suitable examples, distinguish between "website visibility" and "website usability". (4 marks)
- (Total: 20 marks)**

#### QUESTION THREE

- (a) Outline six design considerations for creating a successful website. (6 marks)
- (b) Describe two methods of animation. (4 marks)
- (c) Citing an example in each case, explain the following types of software tools for creating web pages:
- (i) Text editors. (2 marks)
- (ii) Word processors. (2 marks)
- (iii) Web layout applications. (2 marks)
- (d) Write HTML code to illustrate how to add images and hyperlinks into table cells. (4 marks)
- (Total: 20 marks)**

#### QUESTION FOUR

- (a) The management of XYZ Ltd. are in the process of sourcing for a hosting company for their interactive website.

**Required:**

Advise the management on four factors to consider in the search for a hosting company. (8 marks)

- (b) In relation to electronic transaction law, assess three types of e-contract agreements. (6 marks)

(c) Consider the JavaScript code below:

```
<script type = "text/javascript">
<!--
var mycolor = "Red";

If (mycolor == "Blue") {
    document.write ("Just like the sky!");
}
else if (mycolor = "Red") {
    document.write ("Just like Shiraz!");
}
else {
    document.write ("Suit yourself then....");
}
// - - >
</script >
```

**Required:**

- (i) Write the output of the code after execution.
- (ii) Rewrite the code using the switch statement.

(2 marks)

(4 marks)

**(Total: 20 marks)**

**QUESTION FIVE**

(a) Write HTML code to illustrate the creation of a navigation sidebar using a table.

The sidebar should contain the following hyperlinks:

- Home.
- Samples.
- About us.
- Contact us.
- Purchase.

(6 marks)

(b) The figure below contains two background layers; landscape.jpg and monkey.svg.



The landscape.jpg layer is positioned at 95% to the left and 85% to the top of the element while the monkey.svg layer is positioned at 50% to the left and 50% to the top of the element. The background-repeat is assigned one value.

**Required:**

Write cascading style sheets (CSS) code to implement the above layers.

(6 marks)

(c) Highlight three roles of graphics links in a website.

(3 marks)

(d) Enumerate five goals of e-procurement.

(5 marks)

**(Total: 20 marks)**

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