**SECTION A: FORMATIVE ASSESSMENT**

**Question 1**

1. A HTML editor is a software where you can easily design a website and have a flexibility for create content using WYSIWYG interface. They help in handling web pages a lot easier. Most web designers and programmers prefer using HTML editors as it has features that are not available on plain text editors. HTML editors come in handy for a layman to publish Web Pages for the internet.
2. • Front page from Microsoft

• Dreamweaver from Adobe.

• Coffeecup html editor

• Ist lyr which is available online

• Taco HTML Editor

• Espresso for Mac systems

**Question 2**

Advantages

* Easier to navigate the website and it is not compulsory for the user to remember all HTML tags to create web pages
* Using some of the popular HTML editors, one can easily create CSS, xhtml and other features
* Some html editors come along with form validations and have a compatibility to work with multiple browsers without affecting the look and feel of the website
* With the SSI (Server Side Includes) packaged on the editors, web pages are generated on the server side and one can modify files and features on the website
* Creating tables, borders around images, changing the background colour to reflect the concerned business style within no time, is made easier.

Disadvantages

* The HTML codes created by editors might contain very large files which can take time to download.
* With large codes being generated, these editors do not outline some important tags and attributes just to view few ones, it becomes a problem when one wants to learn HTML.
* Several editors have been accused of letting users employ “browser specific HTML tags”. These tags, as their name suggest, will appear well on certain web browser and ignored by others.
* Some editors use older techniques, the HTML written by these editors is usually not correct or validated.

**Question 3**

* (Plain) Text files(ASCII format, extension .txt)

- One of the basic formats of most browsers, represented as 7-bit ASCII (American standard code for information interchanges) characters and can be produced by all text editors. Some text file formats are SGML & HTML files, bookmaster files, RTF (Rich Text Format), poscript files and C C files.

* Picture or graphic images(Binary format)

- Kinds of images used in websites. Its types are simple images (embedded on the pages for display or decoration purposes) and clickable image maps (picture icons representing thumbnail sketches). Formats of graphic images are graphical interchange format - GIF (GIF87 and GIF89A), Joint Photographic Experts Group – JPEG, X-Bitmap/X-Pixelmap and Portable Network Graphics – PNG.

* Sound files

- File formats for storing and editing digitized sound. Its types are self-describing formats (contain information about the device parameters and encoding method as header data) and raw formats (headerless files and thus the device parameters and encoding are fixed). Sound files are large files. Hence, transmission over the net would always be slow. Other sound types used on the net are .au or .snd, .wav files and MIDI files.

* Movie files

- The standard movie file format for the net is MPEG(Motion Pictures Experts Group). MPEG is an ISO standard technique of compressing digital data. The MPEG standards that have been defined are: MPEG I - widely available format and MPEG II & IV.

**SECTION B: SUMMATIVE ASSESSMENT**

**Question 1**

A plugin is a piece of software that acts as an add-on to a web browser and gives the browser additional functionality. One might use a plug-in to quickly change visual elements, add extra information or content, offer smoother integration between your site and a favoured tool, or even add a completely new feature and function to your web property. A major plug-in in the market that will be discussed is the HubSpot WordPress Plugin.

This plug-in can capture, organize and engage web visitors with free forms, live chat, CRM (contact management), email marketing, and analytics. It is manufactured by web servers. Its features are as follows:

* Contact management – gives you an overview of the people and companies you do business with.
* Task & calendar – creates tasks for appointments, meetings, phone calls and more.
* Sales pipeline – one gets a complete summary of your opportunities with their sales dashboard.
* Security & permissions – your data is secured.
* Sales analytics – you are able to monitor every aspect of their sales cycle with their reports and gain insights.
* Customization – can capture the right information with custom fields or just customize the look.

When it comes to finding the right automation tools to manage your marketing, sales, and service, you have too many options — and they all come with their pros and cons.

Advantages:

* Connectivity - Most CRMs need to connect with other tools so your sales team can reach out to contacts.
* Track Pipeline - HubSpot allows you to see your entire sales pipeline in an organized dashboard.
* Log activity - HubSpot tracks your interactions with prospects. Information on each touchpoint is saved in its database.
* Free - The HubSpot CRM is completely free. It’s a low-risk, high-reward time investment to make for your company.

Disadvantages:

* It Gets Expensive — Quickly
* Their Contracts Are not Flexible
* It is Difficult to Use Not as an All-in-One Tool
* The Templates are Difficult to Modify
* There’s a Lack of A/B Testing on Lower Packages
* Reporting is Limited
* You Have to Pay for Additional Technical Support
* There are Plenty of HubSpot Marketing and Sales Features With Cheaper Alternatives

**Question 2**

* <https://wpexpert.com/?gclid=CjwKCAiAgc-ABhA7EiwAjev-j9mWfc3FAe4_B-OBKG05nUxBsUnaNK6PXOi-vVmaW-UqAI3ctRdSbRoCgtAQAvD_BwE>

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| **EVALUATION CRITERIONS** | **Yes** | | **No** | | **COMMENTS OR ACTION REQUIRED** |
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| The testing checks all program logic paths. |  | |  | |  |
| The testing corrects program code to eliminate errors identified through testing. |  | |  | |  |
| The testing verifies that the database access functions in the required environment. |  | |  | |  |
| The testing verifies that the database access performs according to the design requirements. |  | |  | |  |
| **GENERAL COMMENTS:** | | | | | |
|  | | | | | |
| Date…………………….. | | Time started……………….. | | Time completed………………. | |
| **MENTOR/SUPERVISOR NAME**  **………………………………** | | **MENTOR SIGNATURE**  **…………………………………….** | | **ASSESSOR ENDORSEMENT**  **(SIGNATURE)**  **………………………………….** | |