1. An approach to website design with the emphasis on converting visitors to outcomes required by the owner is referred to as:  
a) Web usability  
b) Persuasion  
c) Web accessibility  
d) None of the mentioned

Answer: b  
Explanation: In computing, graphical user interface is a type of user interface that allows users to interact with electronic devices.

2. A method of modelling and describing user tasks for an interactive application is referred to as:  
a) Customer journey  
b) Primary persona  
c) Use case  
d) Web design persona

Answer: c  
Explanation: The actions in GUI are usually performed through direct manipulation of the graphical elements.

3. Information architecture influences:  
a) Answer choice  
b) Site structure  
c) Labeling  
d) Navigation design

Answer: b  
Explanation: The actions in GUI are usually performed through direct manipulation of the graphical elements.

4. Also known as schematics, a way of illustrating the layout of an individual webpage is a:  
a) Wireframe  
b) Sitemap  
c) Card sorting  
d) Blueprint

Answer: a  
Explanation: An application programming interface specifies how some software components should interact with each other.

5. A graphical or text depiction of the relationship between different groups of content on a website is referred to as a:  
a) Wireframe  
b) Blueprint  
c) Sitemap  
d) Card sorting

Answer: c  
Explanation: An application programming interface specifies how some software components should interact with each other.

6. Blueprints are intended to:  
a) Prototype of the screen layout showing navigation and main design elements  
b) Show the grouping of pages and user journeys  
c) Indicate the structure of a site during site design and as a user feature  
d) Prototype typical customer journeys or clickstreams through a website

Answer: c  
Explanation: A blueprint is a reproduction of a technical drawing, documenting an architecture or an engineering design, using a contact print process.

7. Storyboards are intended to:  
a) Indicate the structure of a site during site design and as a user feature  
b) Prototype of the screen layout showing navigation and main design elements  
c) Integrate consistently available components on the webpage (e.g. navigation, search boxes)  
d) Prototype typical customer journeys or click streams through a website

Answer: d  
Explanation: An application programming interface specifies how some software components should interact with each other.

8. Which of the following occupies boot record of hard and floppy disks and activated during computer startup?  
a) Worm  
b) Boot sector virus  
c) Macro virus  
d) Virus

Answer: b  
Explanation: A blueprint is a reproduction of a technical drawing, documenting an architecture or an engineering design, using a contact print process.

9. A graphical or text depiction of the relationship between different groups of content on a website is a:  
a) Page template  
b) Wireframe  
c) Site map  
d) Cascading style sheet (CSS)

Answer: c  
Explanation: In computing, graphical user interface is a type of user interface that allows users to interact with electronic devices.

10. Which of the following is a description of information organization schemes?  
a) Minimising the number of clicks needed to access relevant content  
b) Providing an overall design to a site consistent with the positioning of the products and services  
c) The menu options chosen to group and categorize information  
d) Providing specific content and services appropriate to different audience members

Answer: c  
Explanation: In computing, graphical user interface is a type of user interface that allows users to interact with electronic devices.