SECTION A

Attempt All Questions

Multiple Choice Questions [30 x 1 = 30]

1. Which of the following is a disadvantage of the internet?
   a) Global communication
   b) Access to information
   c) **Cybercrime**
   d) Online shopping

2. The main difference between Intranet and Internet is:
   a) Intranet is public, Internet is private
   b) Intranet is slower
   c) **Intranet is restricted to an organization**
   d) Internet only uses HTML

3. What does the testing phase ensure?
   a) Good navigation
   b) **Bug-free functionality**
   c) Creative design
   d) Fast domain lookup

4. Which one is NOT an internet service?
   a) Email
   b) File Transfer Protocol (FTP)
   c) **Word Processor**
   d) Web Hosting

5. A static web page is different from a dynamic web page because it:
   a) **Loads faster but has fewer features**
   b) Requires server interaction
   c) Always uses JavaScript
   d) Is mobile-friendly

6. What is the purpose of the "maintenance" phase?
   a) Build new websites
   b) Change hosting provider
   c) **Update and improve live websites**
   d) Test unlaunched code

7. What happens if your website lacks good slug naming?
   a) The background will not appear
   b) Fonts will be distorted
   c) **SEO and readability will be affected**
   d) Menu colors will change

8. Which layout element should be at the front and center of your structure?
   a) Page footer
   b) **Menu/navigation**
   c) Image slider
   d) Privacy policy

9. Why are typefaces important in web design?
   a) They slow down the site
   b) **They affect readability and aesthetics**
   c) They improve coding
   d) They enhance SEO

10. Why is website structure important?
    a) It affects how data is stored
    b) **It determines user navigation and SEO ranking**
    c) It reduces file sizes
    d) It stops hackers

11. Which layout is best for content-heavy blogs?
    a) Gallery Layout
    b) Full-screen layout
    c) **Magazine Layout**
    d) Card layout

12. The Zig-Zag Layout is effective because:
    a) It keeps everything centered
    b) **It mimics reading patterns on desktops**
    c) It removes headers
    d) It simplifies CSS

13. What does the <img> tag do in HTML?
    a) Embed video
    b) Play audio
    c) **Display an image**
    d) Create a form

14. Which principle helps ensure quick communication in design?
    a) Fancy fonts
    b) Bright flashing colors
    c) **Clear hierarchy and visual flow**
    d) Multiple navigation bars

15. Overusing bright colors on a web page might:
    a) Increase SEO
    b) Improve wireframe

c) **Hurt readability and strain users' eyes**
d) Make the page load faster

16. Which of the following improves brand identity on a website?
    a) **Consistent fonts and colors**
    b) White backgrounds only
    c) No images
    d) Changing font every page

17. Why should autoplay audio be avoided on websites?
    a) It uses more data
    b) **It can annoy users and increase bounce rate**
    c) It affects domain
    d) It changes URL

18. Element can slow down web load time significantly?
    a) CSS
    b) Compressed images
    c) **Unoptimized large images**
    d) Text paragraphs

19. Which of these helps in creating UI before coding?
    a) JavaScript
    b) **Wireframes**
    c) Hosting panel
    d) FTP

20. Why should designers use consistent color schemes?
    a) To reduce content
    b) To avoid debugging
    c) To improve DNS
    d) **To improve brand recognition**

21. Using CSS instead of inline styles is better because:
    a) **It separates content and design for easier updates**
    b) It makes website slower
    c) It only works on Chrome
    d) It reduces

22. Media queries in CSS help with:
    a) Adding images
    b) Embedding fonts
    c) **Making the layout responsive**
    d) Uploading files

23. What does type="password" do in a form?
    a) Accepts only numbers

b) **Masks characters as users type**
c) Sends data to server
d) Triggers animations

24. Cross-browser testing is performed to:
    a) Validate XML
    b) Compare code efficiency
    c) Detect DNS issues
    d) **Ensure consistency across different browsers**

25. If a form has too many input fields without labels, what happens?
    a) Users stay longer
    b) **Users feel confused and leave**
    c) The browser blocks it
    d) It's better for SEO

26. Which form input is best for uploading a document?
    a) <input type="text">
    b) <input type="checkbox">
    c) <input type="file">
    d) <input type="radio">

27. Which tool helps evaluate accessibility issues?
    a) FTP
    b) Media query
    c) **WAVE or Lighthouse tools**
    d) Google Ads

28. Security testing is important because:
    a) **It protects site from hacking and threats**
    b) It improves load time
    c) It reduces layout
    d) It boosts rankings

29. Web Accessibility primarily helps:
    a) Only developers
    b) Only mobile users
    c) **Users with disabilities**
    d) Google Bots

30. Usability testing checks whether:
    a) Hosting is working
    b) **Users can easily use the website**
    c) Code is complete
    d) Images load faster

SECTION B

Comprehensive Answer Questions

Attempt any five (5) questions out of eight (8) questions **[5 x 6 = 30]**

1. Explain the difference between Static and Dynamic Web Pages. [Unit 1: An Overview of the Internet and the Web] (6 marks)

2. Explain with examples how a well-planned website structure can improve both user experience and search engine visibility. Mention at least three key structural elements that contribute to this. [Unit 3: Website Structure Design] (6 marks)

3. If your website is taking too long to load, what four design factors might you suspect are causing the issue and how would you fix them? [Unit 4: Website Design Principle] (6 marks)

4. Explain how the choice of fonts, colors, and images influence the emotional appeal and readability of a website. Use examples. [Unit 6: Color and Graphics on the Web] (6 marks)

5. How does the use of audio and video enhance user experience on a website? [Unit 7: Audio and Video on the Web] (6 marks)

6. What is wireframing and why is it important in UI/UX design? [Unit 8: User Interface Design] (6 marks)

7. How do input field types in HTML contribute to data validation and user experience? Explain with suitable examples. [Unit 10: Form Design] (6 marks)

8. Describe the complete usability evaluation process. Why is it important before launching a public-facing website? [Unit 13: Website Usability Evaluation] (6 marks)

SECTION C

Long Answer Questions

Attempt any two (2) questions out of three (3) questions. (Q.no. 2 is Compulsory). [2 x 20 = 40]

1. Explain the complete website development process, detailing each stage from initial client consultation to post-launch maintenance. In your answer, discuss the purpose of each phase, common tools used, and how they contribute to the final product's quality and usability. [Unit 2: Website Development Process] (20 marks)

2. **(Case Study – Compulsory)**

   Title: Personal Portfolio Website for a Freelancer Working in Freelancing

Scenario: You are a freelancer working in the freelancing industry who wants to create a personal portfolio website to showcase your freelance projects, share your skills and resume, and provide easy contact options for potential clients. The website should have a professional and modern design, load quickly, and be easy for you to update regularly with new projects or testimonials.

Questions:

a) What web design principles would you apply to create a clean, user-friendly, and professional portfolio website?

b) Which webpage layout styles would best highlight your freelance projects and why?

c) How would you organize the website menu to ensure potential clients can easily find your services, portfolio, and contact information?

d) Identify important usability and compatibility tests to ensure your portfolio works well on different browsers and devices.

(20 marks)

3. Discuss the role of CSS in modern web design. Explain how CSS improves website presentation and user experience. Differentiate clearly between inline, internal, and external CSS, providing one example of each. Additionally, describe scenarios where each type of CSS would be most appropriate to use. [Unit 9: Style Sheet and Controlling Page] (20 marks)