



ONLINE EXAMINATION SEPTEMBER 2022 SEMESTER

SUBJECT CODE : CIW306
SUBJECT NAME : THE INTERNET & THE WORLD WIDE WEB
PROGRAMME : BACHELOR
SUBMISSION DATE : **BEFORE OR ON SUNDAY, 18 DECEMBER 2022,
2.00 pm (MALAYSIA) OR 1.00 pm (INDONESIA).**

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
 2. Plagiarism in all forms is forbidden. Students who submit plagiarised Final Examination will be penalised.
 3. This question paper consists of ONE (1) SECTION.
 4. Answer ALL questions in the section.
 5. You have ONE (1) day (24 HOURS) to complete the questions and please submit your answers **BEFORE OR ON SUNDAY, 18 DECEMBER 2022, 2.00 pm (MALAYSIA) OR 1.00 pm (INDONESIA).** Please submit your answers via myAeU PLS (online submission).
 6. ONLY ONE (1) time successful online submission is allowed.
 7. Begin writing your answers using Microsoft Words template given at the last page of this paper.
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THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

DECLARATION BY STUDENT

I certify that this Final Examination answer is of my own work and is in my own words. The answers are written without any reference to any learning material. I also confirmed that I have kept a copy of this Final Examination answers.

Name : _Putri Yasmina Rahma Zain_____

Student ID: _C30109190085_____

Date: _17/12/2022_____

SECTION A [TOTAL: 100 MARKS]**INSTRUCTION: ANSWER ALL QUESTIONS.****Please use the answer sheet provided.****Question 1**

- a) Briefly explain internet cookies.

[3 Marks]

- a) In your opinion, should you accept internet cookies?

[2 Marks]

[Total : 5 Marks]

Question 2

Search Engine is a program that receives your search request, compares it to the entries in the index and returns result to you. With an appropriate example, describe any **FIVE (5)** search engines that are currently available on the market.

[10 Marks]

Question 3

Many businesses struggle to build and maintain a successful website, because they lack the knowledge required. A good website has great content, regularly updated, intuitive, easy to use, and, ideally, has a good visitor-customer conversion rate.

- a) With reference to the above, contrast **SIX (6)** bad content of a website.

[6 Marks]

- b) Outline **FOUR (4)** website content that commercial business needs.

[4 Marks]

[Total : 10 Marks]

Question 4

Web security is important to keeping hackers and cyber-thieves from accessing sensitive information attacks on other websites, networks, and other IT infrastructures.

Discuss **FIVE (5)** ways to overcome internet security problems.

[10 Marks]

Question 5

You are to prepare an effective website. Explain the guidelines and tips in terms of graphics and navigation support.

[10 Marks]

Question 6

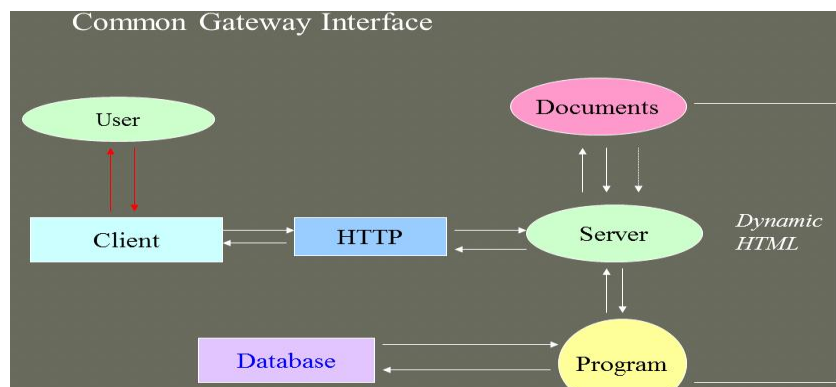


Figure 1

- a) With the aid of the diagram in *Figure 1*, explain how Common Gateway Interface (CGI) works.

[6 Marks]

- b) Explain why a website does require a different Web hosting requirement.

[2 Marks]

- c) In your opinion, what happens if a website is **NOT** updated frequently?

[2 Marks]

[Total : 10 Marks]

Question 7

Multimedia is gaining popularity on the Web with several technologies to support such as the use of animation, video, audio, text and images. Explain the guidelines on how to put multimedia pages on the Web touching on these criteria: Animation and Audio.

[10 Marks]

Question 8

“Google's monopoly on search is not healthy for the internet”

- a) Elaborate on the statement above.

[5 Marks]

- b) Describe the future of modern browsers, specifically on Apple, Opera, Internet Explorer and Netscape.

[10 Marks]

[Total : 15 Marks]

Question 9

Netflix is an American subscription streaming service, and production company that can be accessed via web browsers or the internet application software.

- a) List **FOUR (4)** browsers that support Netflix in the entertainment industry.

[4 Marks]

- b) Provide **THREE (3)** strengths that Netflix bring to the market over its competitors.

[6 Marks]

- b) Show **TWO (2)** of the challenges that Netflix faces.

[2 Marks]

- d) On the contrary, there are people who turn away from Netflix. Discuss **FOUR (4)** reasons for this action.

[8 Marks]

[Total : 20 Marks]

END OF EXAM QUESTION PAPER

ANSWER SHEET

STUDENT ID	C30109190085
STUDENT NAME	PUTRI YASMINA RAHMA ZAIN
IC / PASSPORT NUMBER	
SUBJECT CODE	CIW306
SUBJECT NAME	THE INTERNET & WORLD WIDE WEB
PROGRAMME	BICT
DATE OF SUBMISSION	18 DEC 2022
LEARNING LOCATION	JAKARTA

Begin writing your answers on this page (Font: Arial or Times New Roman, Size: 11 or 12, Lines Spacing 1.5);

ANSWER**QUESTION 1**

- a) Internet cookies are the stored session ID timeout when accessing a website. The string will be stored in the server and the website (computer) for its performance efficiency.
- b) Personally, internet cookies will be somewhat necessary when accessing a frequently visited website or in use on login to a restricted site where much private information is stored, such as personal account and internet banking account. Unless I hardly accept cookies because they will pile up inside the computer.

QUESTION 2

Five (5) search engines that currently available on the market:

- a) Google: Google is the most popular search engine among many other search engines. Today Google already occupied more than 80% of the search market share and captures almost 95% of mobile traffic. The latest feature that Google has focuses on users' needs without the need to click any links.

- b) Yahoo! Search: Even when this search engine is rarely found nowadays, less than 3% people worldwide still use Yahoo! as their default search. In 2001, Yahoo! search index was powered by Inktomi then changed to Google until 2004. At 2009, Yahoo! managed to empowered their search index with Microsoft Bing.
- c) Bing: Is developed by Microsoft and ranked 3rd in the U.S.'s biggest search engine. Microsoft Bing offers some personalization features for their user, such as Interests to stay up to date with users' interests like news, stocks, and local weather. Or Rewards, a program where user can redeem their points when searching or shopping on the engine as gift cards, nonprofit donations, and more.
- d) Ecosia: This search engine gain more attention worldwide since last year, for use all the profit from user searches to plant trees. Ecosia claimed as one of global warming movement for their consistency and gained over 20 million active users up to date.
- e) Baidu: Named the largest search engine in China, dominating over 63% of China's search market. Like Google, Baidu aims to incorporate more rich features in the SERPs. However, the search engine censors some images and blocks pro-democracy websites, resulting in incomplete information.

QUESTION 3

- a) Six (6) bad content of a website:
 - Unclear web page, such as bad use of uppercase, number, special character etc. for the web domain.
 - Overcrowded, makes the website is painfull to see.
 - Multimedia overkill, such as overuse of graphic, video, sound and animation.
 - Uneven page, bad settings of margins and paddings between items.
 - Meaningless links, usually formed as fake ads.

- Poor organizations of elements, like scattered link menu, graphics and text.

b) Four (4) website contents that commercial business needs:

- Containing promotion and product sales or services content.
- Available feature to shop their product online.
- Providing detail description of the business/service.
- Offering subscribe options.

QUESTION 4

Five (5) ways to overcome internet security problems:

- a)** Create a strong password for personal account. The standard for strong password should be at least 8 characters with a mix of numbers, letters, and special characters.
- b)** Install an antivirus software. The software has the ability to recognize and stop the installation of harmful files.
- c)** Enforce security policies. It aims to secure all devices on a network are protected against viruses and malware and that users are using strong passwords.
- d)** Monitor activity. It aims to identify suspicious behavior by tracking activity logs and other data, which enables security personnel to take action to investigate and neutralize any risks.
- e)** Use firewalls to block incoming traffic from untrusted sources and is set up to only allow specific types of traffic, such web traffic or email.

QUESTION 5

Guidelines and tips in terms of graphics and navigation support:

a) Don't:

- Poor selection on background color and text.
- Integrate many multimedia elements because it will slow down the loading process.
- Use too much hyperlink.
- Overused of “click here” sign.

b) Do:

- Provide multiple language translations.
- Use appropriate and small icon for the image.
- Use GIF or JPEG and avoid using BMP.
- It is fine to use the same image in the web for the same purpose.
- Provide button ONLY when necessary.

c) Tips:

- Wise use between graphic and text version to deliver information.
- Website need less than 30 seconds to load.
- Able to run on other platform and browser.
- Display table of content.

QUESTION 6

- a) First, a user requests the HTTP web server and demands the URL from the client. Then the web server will analyze the URL by sending it to the server. The server will look for the stored filename in documents or send a notice to search in the database by the program. Otherwise, it activates the gateway program mentioned in the URL and sends parameters to the program via the URL. The Common Gateway Interface gateway processes the required information and sends file/HTML text to the web server. Additionally, the server appends the MIME header and sends the HTML text to the browser. From the web server, the web browser displays either the received document or an error message.
- b) To make the website visible to online users.
- c) If a website is not updated frequently, it will make the website outdated. It may also lead to incompatibility of the website with the latest technology, and won't attract anyone to visit the website.

QUESTION 7

Guidelines on how to put multimedia pages on the Web technology on animation and audio criteria:

- a) **Animation:**
- Better for showing continuity in transitions.
 - Commonly used for demonstrating dimensional in transitions.
 - Use zooming animation to indicate that a new object is "grown" from a previous one or that an object is closed or minimized to a smaller representation.
 - Animation can be used to show multiple information objects in the same space.
 - Attracting attention, where user's attention need to be focused on a single element.

b) Audio:

- To provide a channel that is separate from the displayed element.
- Audio can also be used as sounds effect to provide sense of place or mood as done to perfection in the game (sfx).
- Whether is needed for inform new music.
- Speech from voice recordings is also perfect use of audio for teaching users the pronunciation of words.
- As background notification.

QUESTION 8

- a) Google is undoubtedly dominating search market. By occupied more than 80% of the search market share and captures almost 95% of mobile traffic, marked that mostly people around the world are using Google, despite of many choices of search engines.
- b) In the meantime, there is a huge possibility they will use the index and optimized by chrome, because of the public demand.

QUESTION 9

Guidelines on how to put multimedia pages on the Web technology on animation and audio criteria:

a) Four (4) websites that support Netflix:

- Chrome.
- Edge
- Firefox, and
- Opera.

b) The strengths that brings Netflix to the market:

- **Branding:** The brand equity that Netflix has managed over the years is one of its main competitive advantages. Netflix is the second highest-valued pure-play media brand behind Disney, with the latter also deriving revenue from its parks, merchandise, and associated brands like Hulu and ESPN.
- **The scale economy:** The scale economies that Netflix has attained are its second competitive advantage. Manufacturing businesses have historically emphasized scale economies. Surprisingly, scale economies also apply to subscription-based businesses like Netflix. When Netflix switched to a streaming service by agreeing to a \$30 million per year content license agreement, it managed to increase its subscriber from about 9 million to 25.7 million despite the end of the deals in 2012.
- **Counter Positioning:** The last competitive advantage that may not necessarily apply to Netflix anymore was the key in the company's early days. First, when they initially began as a DVD-by-mail business and competed against the likes of Blockbuster. Netflix can straightforwardly be on top by introducing its DVD-by-mail business in March 1998 and offering a better consumer experience without imposing late fees on customers.

c) Two challenges that Netflix faces:

- **No More Subscribers Left in the U.S.** Netflix is very dependent on its subscribers in the US. To make up for the gaps and slowdown in the number of subscribers realized, Netflix must urgently go beyond the USA Market.
- **Difficult International Growth.** When Netflix began their expansion, smaller regional rivals started emerging or appearing when Netflix was expanding in the UK, Latin America, and Scandinavia. Moreover, some nations have a fairly small collection due to Netflix's halting international development. Netflix's product is less compelling and appealing in many of its newly launched markets.

d) Four (4) reasons why people turn down Netflix:

- The subscribe fee. Comparing to other subscribe channels, Netflix is quite expensive.
- Limited shows. Some of the favorite shows are not available on Netflix and some of them are targeting American audiences rather than other regions.
- Causing a ‘Binge-watching’ effect. In the old days of television, watching a TV show was a slow burn. But Netflix started to release the entire season at once, resulting in unhealthy routine of watching shows.
- Outdated library. Restricting some shows in their services makes people uninterested to reach Netflix when in terms to find a latest and most updated shows.