

### ➤ Multiple Choice Questions

1. There are four stages of planning a website.

- A) Goal of a site .
- B) Designing for viewers .
- C) Work strategy and development .  
of subject matter .
- D) All of the Above .

2. The modes of works to carry out for achieving the goal  
is called

- A) Work Strategy .
- B) Plan strategy.
- C) Design Strategy.
- D) None of the above.

3. Web Server can be

- A) Bought.
- B) Borrowed.
- C) Both of Above.
- D) None of above.

4. Size of a web page should not more than

- A) One Screen.
- B) Two screens.
- C) Three Screens
- D) Four Screens.

5. A good look of a Web page depends upon

- A) Front Page/Color.
- B) Background color.
- C) Table and Graphics.
- D) All of the Above.

6. No internet connection is needed in

- A) Offline testing.
- B) online testing .
- C) Both of the above .
- D) None of these .

7. SEO means

- A) Search Engine  
optimization .
- B) System Engine  
optimization.
- C) Synchronized engine  
Optimization.
- D) None of the above.

8. SMM Stands for

- A) Social Media  
Marketing
- B) Science media  
Marketing .
- C) System Macro Media.
- D) None of the Above.

**9. FTP stands for**

- A) File Transfer Protocol.  
B) Finance Transfer Protocol .  
C) Folder transfer Protocol .  
D) none of the above.

**10. Testing of website using internet is known as .**

- A) Offline testing.  
B) Online Testing.  
C) Both of Above.  
D) None of the above.

**➤ FILL IN THE BLANKS**

1. While planning to build a site, decision about \_\_\_\_\_ site is taken. (Publishing)  
2. \_\_\_\_\_ is the address of your site. (Domain Name)  
3. After deciding about domain name next step is \_\_\_\_\_ the domain name. (Registration)  
4. \_\_\_\_\_ should not be larger than two screens. (Web Page)  
5. \_\_\_\_\_ test can be done without the internet. (Offline)  
6. The very first page of any website is called as \_\_\_\_\_. (Home Page)

**➤ TRUE AND FALSE**

1. There is no link of other pages with the home page. (F)  
2. Address of site ends with .com, .org,.net etc. (T)  
3. Offline testing of a site should be done on a single browser only. (F)  
4. To send the web pages to host, we need FTP client. (T)  
5. During online testing of a site your computer Should be connected to the internet. (T)

**➤ FULL FORMS**

1. IP : - Internet Protocol  
2. FTP:- File Transfer Protocol  
3. URL:- Uniform Resource Locator

**➤ Very Short Answer type Questions**

1. Which is the address of your site .  
Ans. Domain Name.  
2. The copy of the website on computer is called the version, and the copy version.  
Ans. Local, Production External Link.



**3. What helps a company get direct feedback from customers?**

**Ans . SMM.**

**4. What is necessary to check all of the different features on the website.**

**Ans. Test And Validate.**

**5. How can Designer prevent loss of data and protect against malware and other**

**Ans. By taking regular backup and Preventive security Measurement.**

### ➤ Short Answer type Questions

**1. Describe the important points to fix the purpose of a site.**

**Ans.** 1. Defining the objective of a site.  
2. Designing audience.  
3. Define work strategy.  
4. Defining content of web pages.

**2. What is meant by designing for viewers? Write in brief.**

**Ans:-** Designing for viewers is meant for a site that it is fulfilling the all requirements of the viewers. This is done by positioning the site as informative trustworthy and experienced service provider .

**3. How will you decide about work strategy of you site?  
What should be contents of your site?**

**Ans:-** We will decide work- strategy by deciding mode of works to carry out for achieving goals. The content of the site should be ,it must provide all information to viewers like text information, voice information and video information.

**4. What should be contents of your site?**

**Ans:-** Web contents may textual, visual or aural content.. These contents should be properly defined and organized . Contents should be up to the mark of the viewers .

**5. What do you mean by Domain Name**

**Ans:-** A Domain name is your website name. Think of Domain name is an address where internet user can access your website.

**6. How a domain name is registered?**

**Ans:-** Domain name can registered through the service provider .service provider will ask you to fill a form and you will have pay some fee for its registration. After all formalities it will verify your domain name whether it is already registered or not.

**7. What is role of server in world of Internet?**

**Ans.** The primary main role of a server is to store, process and deliver web pages to clients.

**8. What points are to be taken care of while designing webpage?**

**Ans.** Size of a web page should not be more than two screens. If we are using long page, it is must to use other links through bookmark. Web page should be understandable for every visitors.

**9. Write the procedure of uploading a site.**

**Ans.** 1. Pick a Reliable Web hosting Company.  
2. Choose your Website Upload Method.  
3. Upload your website by using file manager or other software.  
4. Move the website files to the Main Root Directory.  
5. Import your Database.  
6. Check if the Website is working or not.

**10. What do you mean by offline testing?**

**Ans.** Offline testing is testing that can be done on your computer when internet is not connected. From the initial development to final stages, you have to continuously test your site for errors.



➤ **Long Answer type Questions:**

**1. Write the different steps for planning a website?**

**Ans:-** Following are four types of steps to plan a successful website. These are:-

**A. Defining the Objectives of Website:-**

An objective is something you plan to achieve. A website's main objectives should be clear. It should have attractive appearance with good quality content. It should provide good attraction with existing and potential customers.

**B. Designing for audience:-**

Audience means viewers, it should be taken into concern that what type of viewers will visit our site? what are different types of expectations will they have?

**C. Define the work strategy:-**

Work strategy of a site is set of tasks to be performed to achieve the objectives of a site. Work strategy of a site should include three goals: 1. For users, 2. For business, 3. Technological development.

**D. Defining the content of web pages:-**

Web contents may be textual, visual or aural content. These contents should be properly defined and organized. Contents should be up to the mark of the viewers.

**2. Describe the necessary direction for implementing a website.**

**Ans.** After making complete planning and deciding about contents and links, we have to work for its implementation. Following main directions come under implementation of website.

**A. Choosing a Domain Name**

Domain Name is the address of your site. To choose domain name, some points should be taken into mind: keep it short, easy to remember, it should not include hyphens and maximum numbers of

letters shouldn't be more than 63 and suited to the content of your website. Some common Top level domains name include .com(for commercial), .edu(Education), .org(Organization), .net(for network) and .co(For company and corporation)



### **B. Registering Domain Name:-**

After deciding about Selection of Domain name .It can be registered through the service provider .Service provider will ask you to fill a form and you will have pay some fee for its registration. After all formalities it will verify your domain name whether it is already registered or not.

### **C. Choosing a server:-**

Choosing a server plays an important role to implement a website. Designer can buy or hire the server where the site can keep permanent.

### **D. Organizing web wage :-**

Size of a web page should not be more than two screens. If we are using long page, it is must to use other links through bookmark.

### **E. Look:-**

web page should have fine look so that one can attracted to read it.

### **F. Validate the code:-**

Code validation helps to produce clean code.It should be proper validated.

### **G. Offline testing:-**

Offline testing is testing that can be done on your computer when internet is not connected . From the initial develoment to final stages ,you have to continuously test your site for errors .

### **H. Uploading the site :-**

- Pick a Reliable Web hosting Company .
- Choose your Website Upload Method.
- Upload your website by using file manager or other software.
- Move the website files to the Main Root Directory.
- Import your Database.
- Check if the Website Works.

### **I. Online testing:-**

While doing online testing it should be insured that your internet connection is working. Check that all the links are working properly or not.

## **3.What is difference between offline and online testing?**

**Ans.** Offline testing and Online testing means to check how the system behaves when not connected or connected to internet.

### **Offline testing:-**



**Offline** testing that can be done on your computer when internet is not connected. From the initial development to final stages, you have to continuously test your site for errors. You can test your website in different browsers. It will insure that your website is working properly in all browsers.

#### Online testing:-

After uploading the website on server, it is tested online. It should be insured that your internet connection is working properly and check that all the links are working properly or not. For this you have to open any web browser and type URL of your website. After that home page of your website will open now you can check all links one by one. You can check your website performance in different browsers.



ONLINE

OFFLINE

#### 4. What is SEO?

**Ans.** SEO stands for **SEARCH ENGINE OPTIMIZATION**. It is the process of improving the quality and quantity of website traffic. It is a system which takes web page or website to search engines. In simple words, it means the process of improving your site to increase its visibility for relevant searches. So we can say that SEO is more user-focused. Search Engine such as GOOGLE and BING helps to the user to go from one web page to the another page of the website. With the help of SEO, your website can get high rank in the search result of search engine.

In short, SEO is significant because it makes your website more visible and it gives more and more opportunities to convert prospects into customers. Following given diagram is showing its wonderful effects.



#### 5. What is SMM?

**Ans.** SMM stand for **SOCIAL MEDIA MARKETING**. Facebook, Whatsapp, Telegram and Instagram are main social media platform used for marketing. It is the use of social media platform to promote any product or service. SMM helps a company to get direct feedback from customers. It gives customers the opportunity to ask questions or voice complaints and feel they are being heard. Following are main reasons why people are using SMM.

1. It is the easiest way to reach an enormous target client.
2. It is extremely useful for increasing brand awareness.
3. People spent more time on social media.
4. It is the easiest way to distribute more information effectively.
5. It is the great way to inform your customers about special offers.



**SMM**