

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

Post-Graduate Diploma in Digital Marketing (Sem.-1)

WEBSITE PLANNING PROCESS

Subject Code : PGDDM-102-20

M.Code : 79133

Date of Examination : 17-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains TEN questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.**

SECTION-A

1. **Write short notes on:**
 - a) Importance of domain name
 - b) Types of websites
 - c) Name two Website Languages
 - d) Need of Home Page in a Website
 - e) List few commercial websites
 - f) Significance of SEO
 - g) Advantages of Hyperlinks in a Website
 - h) Role of Mark up Tags
 - i) Use of Line Breaks
 - j) Name two websites used for searching.

SECTION-B

UNIT-I

2. Describe how does any website actually work?
3. Discuss the different types of websites based on conceptualization.

UNIT-II

4. Explain the strategic design of home page, product and services.
5. How do the web pages and content are added to Website?

UNIT-III

6. Discuss few best and worst practices while designing websites.
7. Explain the various tags for including heading-paragraphs and multimedia in a website.

UNIT-IV

8. *“Word Press is a free and open-source content management system written in hypertext preprocessor language and paired with a MySQL or MariaDB database with supported HTTPS.”* Justify.
9. How SEO improves the quality and quantity of website traffic to a website or a web page from search engines?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.