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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS INFORMATION SYSTEM
KBI 2207 – INFORMATION SEARCH

Date: 08TH December 2023
Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms associated with web development.
- i) Search engine optimization(SEO) (2 Marks)
 - ii) Mobile responsive (2 Marks)
 - iii) Web server (2 Marks)
- b) Explain three uses of HTML forms in web development (3 Marks)
- c) Describe factors that can influence your page to be ranked by search engines during web development (5 Marks)
- d) Discuss major uses of Application programmable interface(API) in web development (4 Marks)
- e) Explain various ways and techniques of ensuring web servers are properly secured from unauthorized users and access (5 Marks)
- f) What is github, and outline some of its merits to developers (4 Marks)
- g) What is the difference between id and class in html (3 Marks)

QUESTION TWO (20 MARKS)

- a) Explain 5 major applications and uses of server side scripting language like PHP in web development (5 Marks)
- b) Briefly describe the following HTML semantic tags
- i) Article (3 Marks)
 - ii) Aside (3 Marks)
 - iii) Div (3 Marks)
 - iv) Footer (3 Marks)
- c) Using relevant examples differentiate between HTML, CSS and Javascript functionalities in web development (3 Marks)

QUESTION THREE (20 MARKS)

- i) Using HTML and CSS web technologies, generate the below capture top menu navigation (10 Marks)



8. Top Navigation Bar

Using

HTML5 & CSS3

- ii) A web developer need to choose good text editor, describe 5 features of a good HTML, CSS and Java script text editor (5 Marks)
- iii) Differentiate between a web browser and a search engine and give three examples of each (5 Marks)

QUESTION FOUR (20 MARKS)

- i) Describe five advantages of web based applications over desktop based applications (5 Marks)
- ii) Using relevant examples explain the following terms
 - a) Organic search result
 - b) Paid search result. (5 Marks)
- iii) Using HTML and CSS web technologies, generate the below capture Sign up form (10 Marks)

Sign Up Free

Your Name

Your Email

Mobile Number

Password

Confirm Password

Date of Birth

Month Day Year

Male Female

I Agree To The Terms of Use

Submit Now

QUESTION FIVE (20 MARKS)

- i) Planning for website development is an essential step in web development. Describe seven guiding principles of website planning (7 Marks)
- ii) Ranking is one of the methods of listing search results. Discuss the various methods of ranking. (8 Marks)
- iii) Explain the different ways of results presentation by a search system (5 Marks)