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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DEGRE OF BACHELOR OF BUSINESS INFORMATION**  
**TECHNOLOGY**

**UNIT CODE:** KBI 2207

**GROUP:** BBIT

**UNIT TITLE:** INFORMATION SEARCH

**EXAM TYPE:** MAIN EXAM

**LECTURERS NAME:** MORRISSON MUTUKU

**LECTURES CONTACT:** 0724 675 396

**INSTRUCTIONS TO CANDIDATES**

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

**QUESTION ONE (30 MARKS)**

- a) Demonstrate your understanding of term search engine **(2 marks)**
- b) Highlight any five web design and development languages that are familiar to you **(10 marks)**
- c) Discuss any five elements of a good website **(10 Marks)**
- d) Describe any four content management systems which can be used for creating and managing website content **(8 marks)**
- e) Using suitable examples, explain five types of Search Engines **(10 Marks)**

**QUESTION TWO (20 MARKS)**

- a) Define the term interface and describe for factors that affect search engine interface design (10 Marks)
- b) Explain the major differences between search engines and search directories (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Describe the tools that help search engines performance (10 marks)
- b) Explain the pattern matching algorithms that can be utilized by a user (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the different ways of results presentation by a search systems (10 marks)
- b) Ranking is one of the methods of listing search results. Discuss the various methods of ranking. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss two types of information searches (4 marks)
- b) Justify the fact that website need a search systems (6 marks)
- c) Explain the search systems anatomy (10 marks)