



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester B.Com. Degree Examination, June 2016

First Degree Programme under CBCSS

Elective Course: Commerce – II (Stream 5)

AUCO491.a: Web Designing & Production for Business

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. What is HTML ?
2. What is a browser ?
3. What is cell padding ?
4. What is nested table ?
5. Give two examples of online business websites.
6. What do you mean by an attribute of Tag ?
7. What is the use of Anchor tag in html ?
8. What is XML ?
9. What is XSL ?
10. What are CSS frameworks ?

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.

11. What is the difference between div and span ?
12. How to create a multilevel list in HTML ?
13. What is CSS ?
14. Define the term Internet.
15. Define thumbnail. What role does it play in any sketch ?
16. What are the different table elements ?

17. What are the benefits of XML ?
18. What are the basic rules to write XML document ?
19. What are the uses of frames ?
20. What is E – Commerce ?
21. Explain heading tag in html.
22. What is string ?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **SIX** questions, each in a paragraph not exceeding 120 words.

23. How to add pictures to a website ?
24. What are the advantages of HTML ?
25. How to represent the XML Document ?
26. Write code for the following table.

Row 1 Cell 1	Row 1 Cell 2
Row 2 Cell 1	Row 2 Cell 2

27. What are the different types of hyperlinks in html ?
28. How XML is different from HTML ?
29. What is XML DOM ?
30. Explain any four Text formatting tags in HTML.
31. Explain the structure of HTML Program.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **TWO** questions, not exceeding four pages.

32. Explain the essential elements of a business web page.
33. Design a simple web page for an educational institution and write code in html for such web page.
34. Write short notes on:
 - i). Web hosting
 - ii). Net beans
 - iii). Blog
 - iv). Domain name
 - v). Thumbnails
35. What are the advantages of CSS ? Also explain the components of CSS.

(2 × 15 = 30 Marks)
