



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019**

COURSE NAME : WEB ARCHITECTURE
COURSE CODE : BIW 20303
PROGRAMME CODE : BIW
EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF SEVEN (7) PAGES

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SECTION A**Instruction : Choose the CORRECT answer.**

Q1 Which of the following, from outermost to innermost, are components of the box model?

- (A) margin, border, padding, content
- (B) content, padding, border, margin
- (C) content, margin, padding, border
- (D) margin, padding, border, content

(1 mark)

Q2 Where do you place the code to associate a web page with an embedded style sheet?

- (A) In the external style sheet
- (B) In the DOCTYPE of the web page document
- (C) In the body section of the web page document
- (D) In the head section of the web page document

(1 mark)

Q3 Which of the following is a mobile web design best practice?

- (A) Configure a single column page layout
- (B) Configure a multiple column page layout
- (C) Avoid using lists to organize information
- (D) Embed text in images wherever possible

(1 mark)

Q4 Choose **TRUE** statement below :

- (A) The content that displays in the browser is contained in the head section
- (B) The content that displays in the browser is contained in the body section
- (C) Information about the web page is contained in the body section
- (D) All of the above

(1 mark)

Q5 Select the code below that configures a class called “offer” with blue text, 1.2em and Arial or Sans-serif font using CSS.

- (A) `.offer { color:blue; font-size:1.2em; font-family:sans-serif;}`
- (B) `.offer { color:blue; font-size:1.2em; font-family:Arial,sans-serif;}`
- (C) `#offer{ text:blue; font-size:1.2em; font-family:Arial,sans-serif;}`
- (D) `#offer { text:blue; font-size:20px; font-family:Arial,sans-serif;}`

(1 mark)

- Q6** Select the most commonly used site organization for commercial web sites.
- (A) Random
 - (B) Linear
 - (C) Hierarchical
 - (D) None of the above
- (1 mark)
- Q7** The type of testing that observes how actual web page visitors use a website is called ____.
- (A) visitor testing
 - (B) usability testing
 - (C) beta testing
 - (D) user acceptance testing
- (1 mark)
- Q8** The term _____ refers to configuring a web page is optimally ranked by search engines.
- (A) search engine optimization
 - (B) social media optimization
 - (C) web analytics
 - (D) search engine results page
- (1 mark)
- Q9** Which element may be used to define site content accompanying the main content?
- (A) <aside>
 - (B) <article>
 - (C) <class>
 - (D) <section>
- (1 mark)
- Q10** Which of the following configures padding for an element with the following values:
top padding 0 pixels, left padding 10 pixels, right padding 10 pixels,
bottom padding 20 pixels
- (A) padding: 0px 10px 20px 10px;
 - (B) padding: 010px 20px 10px;
 - (C) padding: 10px 20px;
 - (D) padding: 20px 10px 10px 0px;
- (1 mark)

SECTION B

Instruction : Answer ALL questions.

Q11 (a) Discuss **FOUR (4)** principles in web design. (4 marks)

(b) Consider the following scenario :

Zahra Hana is in the process of redesigning her boutique's website. She had received a major amount of negative customer criticism indicating that the current "look and feel" of the site is unappealing.

Suggest **FOUR (4)** web design elements that Zahra Hana can use to provide a consistent look and feel to the website, and convey an appropriate visual tone that more closely matches the boutique's culture.

(8 marks)

Q12 (a) You are updating a page on your company's website and want to underline non-hyperlinked text for emphasis.

(i) Which CSS style attribute should you use to implement the underline action? (1 mark)

(ii) Write the CSS code using style attribute answered in **Q12(a)(i)**. (5 marks)

(b) Consider the following HTML page:

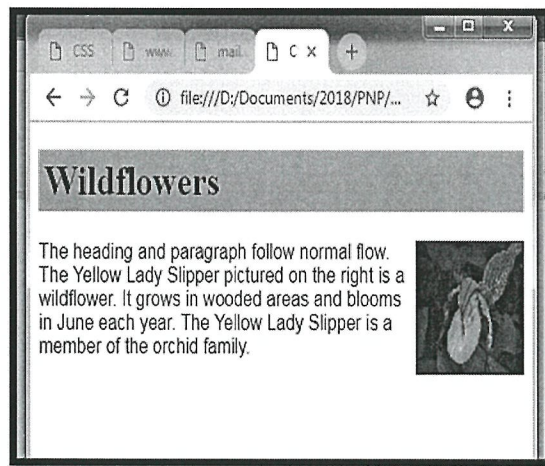


Figure Q12(b)



- (i) Explain on how to display the image `yellowladyslipper.jpg` on the right side of the website as depicted in **Figure Q12(b)**. (4 marks)
- (ii) Write a CSS code to transform the location of the image `yellowladyslipper.jpg` as depicted in **Figure Q12(b)(ii)**.

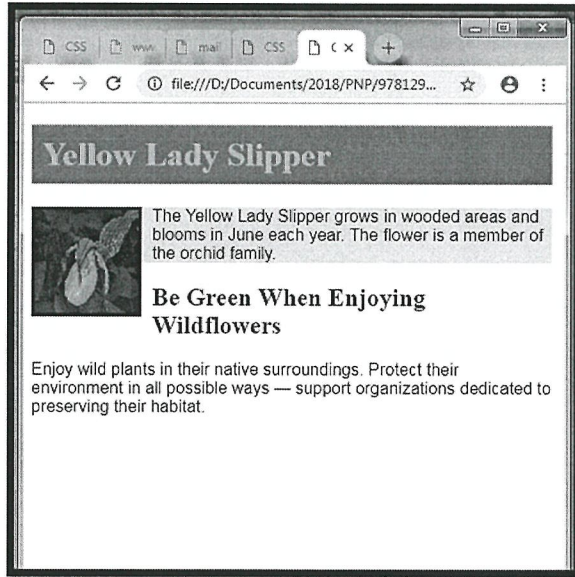


Figure Q12(b)(ii)

(6 marks)

- Q13**
- (a) Give **THREE (3)** differences between wireframe, mockup and prototyping. (3 marks)
 - (b) Explain **TWO (2)** types of prototyping. (4 marks)
 - (c) Consider that you are designing a weather web application that allows you to demonstrate descriptive weather statuses such as the temperature, pressure and humidity. Design :
 - (i) a wireframe for the web application
 - (ii) a prototype for the web application(10 marks)

Q14 Consider a task scenario as below :

You are planning a vacation to Seoul, Korea on 1 April to 10 April 2019. You need to buy both airfare and hotel. Go to AAsia.com website and Terbang.com website and see who has the best deals.

(a) State a suitable evaluation technique to evaluate website based on the above scenario. (1 mark)

(b) Based on the technique listed in **Q14(a)**, examine the processes that can be performed to evaluate the effectiveness of both websites design. (10 marks)

Q15 (a) Consider the following scenario:

Adam and his partner, Adha are planning to create a Web site for their new store that specializes in fashionable outfits. They decide to create a mind map to brainstorm ideas and visualize the website's structure.

Determine whether a mind map can be a good choice to brainstorm ideas in requirement engineering phase for web application. Give **TWO (2)** reasons. (3 marks)

(b) Determine whether the following statement is **True** or **False**.

The following HTML file is valid :

```
<!DOCTYPE HTML>
<html>
<head><title> test page </title></head>
<body>
<p>
<A HREF = "http://www.google.com">
</A>
</p>
</body>
</html>
```

(1 mark)



Q16 Based on **Figure Q16**, write full HTML and CSS codes to generate a web page as in the given format.

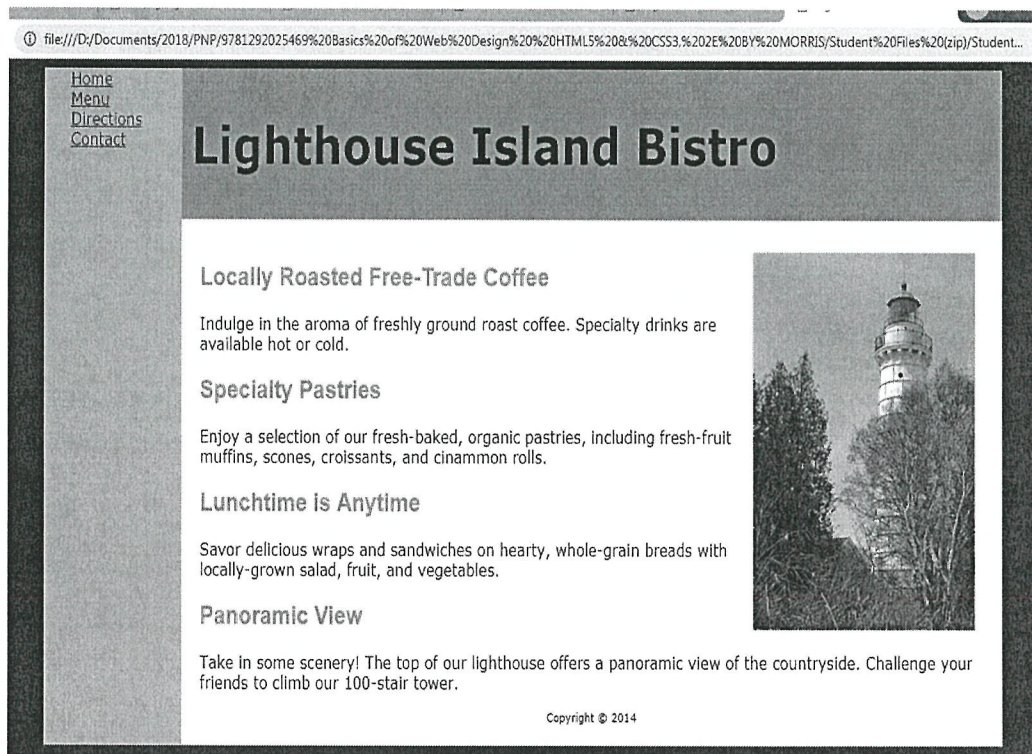


Figure Q16

Format:

- Background colour of the page should be blue and white according to different columns.
- The overall page's text uses a 14pt Verdana font with different size heading.
- The text in the page's main h1 heading has a blue background color.
- The main section of page content is divided into left and right column. The text uses the default left-alignment.
- The image of the light house, lighthouseisland.png, has 1em of horizontal space between itself and nearby text. Text wraps around the image as necessary.
- Use the concept of lists for creating the list given in the web page.
- Pages are linked to :
 - Home.html
 - Menu.html
 - Direction.html
 - Contact.html

(15 marks)

-END OF QUESTION -