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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : WEB ARCHITECTURE
COURSE CODE : BIW 20303
PROGRAMME CODE : BIW
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF EIGHT (8) PAGES

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

Q1 _____ describes the process of creating an image with the lowest file size that still renders a good quality image.

- (A) Validation
- (B) Multimedia
- (C) Optimization
- (D) Rendering

(1 mark)

Q2 Select the best description of “white space”.

- (A) Empty screen area around blocks of text and images.
- (B) Using the background color of white for a page.
- (C) Both (A) and (B).
- (D) None of the above.

(1 mark)

Q3 Heuristic Evaluation involves _____.

- (A) multiple evaluators performing group evaluation
- (B) single evaluator
- (C) multiple evaluators performing evaluation individually
- (D) none of the above

(1 mark)

Q4 The concept of _____ relates to providing a single resource that is configured for optimal display on multiple types of devices.

- (A) hierarchical
- (B) accessibility
- (C) One Web
- (D) fluid layout

(1 mark)

Q5 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)

Q6 Use the _____ element to create logical areas on a web page that are embedded within paragraphs or other block formatting elements.

- (A) div
- (B) span
- (C) HTML structural elements
- (D) Both (A) and (B)

(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 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)

Q9 How would you configure a hyperlink from the `index.html` file to another file named `services.html` which is located in a subfolder named `categories`?

- (A) `Services`
- (B) `Services`
- (C) `Services`
- (D) `<a>Services`

(1 mark)

Q10 Select the HTML below that would associate a label displaying the text "Phone" with the text box named `customerPhone`.

- (A) Phone: `<input type="textbox" name="customerPhone">`
- (B) `<label>Phone: <input type="text" name="customerPhone"></label>`
- (C) `<label for="Phone">Phone: </label><input type="text" name="Phone" id="customerPhone">`
- (D) `<label>Phone:</label> <input type="text" name="customerPhone">`

(1 mark)

SECTION B

Instruction : Answer ALL questions.

Q11 (a) Give **THREE (3)** advantages of Cascading Style Sheets (CSS) usage.

(6 marks)

(b) Using the style in **Figure Q11(b)**, create:

```

Background color : #0000FF
Color           : #FFFFFF
    
```

Figure Q11(b)

- (i) an inline CSS
- (ii) an embedded CSS
- (iii) an external CSS

(6 marks)

Q12 Adha Adi is a web designer in GreenOne Telecommunication who will design a JDT football mobile theme and its mobile application user interfaces. GreenOne's aim is to focus on their customers' personal interests and provide them with downloadable 'theme' and checking online information.

- (a) Identify **FOUR (4)** user goals for this task.
- (b) Identify **FOUR (4)** features or content for the user interfaces.
- (c) Identify **FOUR (4)** user experience consideration for this task.

(12 marks)

Q13 (a) Zahra is updating a page on her company's website and wants to center text on the entire webpage itself within the browser viewport.

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

(ii) Write the CSS code using style attribute answered in **Q13(a)(i)**. (5 marks)

(b) Consider the following HTML page:

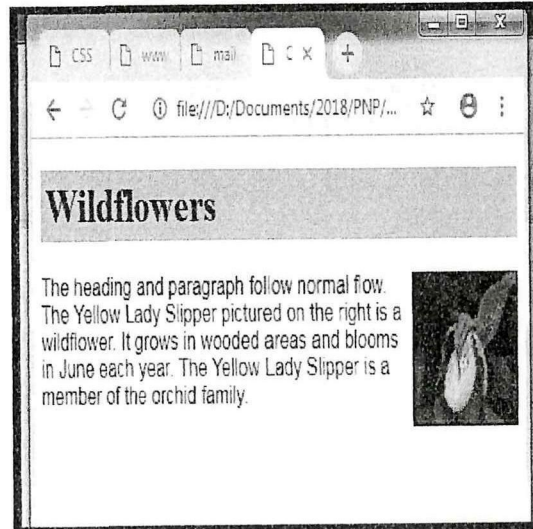


Figure Q13(b)

(i) Explain on how to display the image `yellowladyslipper.jpg` on the right side of the website as depicted in **Figure Q13(b)**. (4 marks)

(ii) Write a CSS code to transform the location of the image `yellowladyslipper.jpg` as depicted in **Figure Q13(b)(ii)**.



Figure Q13(b)(ii)

(6 marks)

Q14 Adam Adni is required to design an interactive website for cinema online booking tickets.

(a) Outline users' needs for this website. (6 marks)

(b) Perform a task analysis on the **SIX (6)** main tasks associated with the ticket booking system. (6 marks)

(c) Using the data gathered in **Q14(a)** and **Q14(b)**, compare the different requirements for the website:

(i) Functional requirements

(ii) Data requirements

(iii) User requirements

(iv) Usability requirements

(8 marks)

Q15 Analyze these webpages using visual design principles.

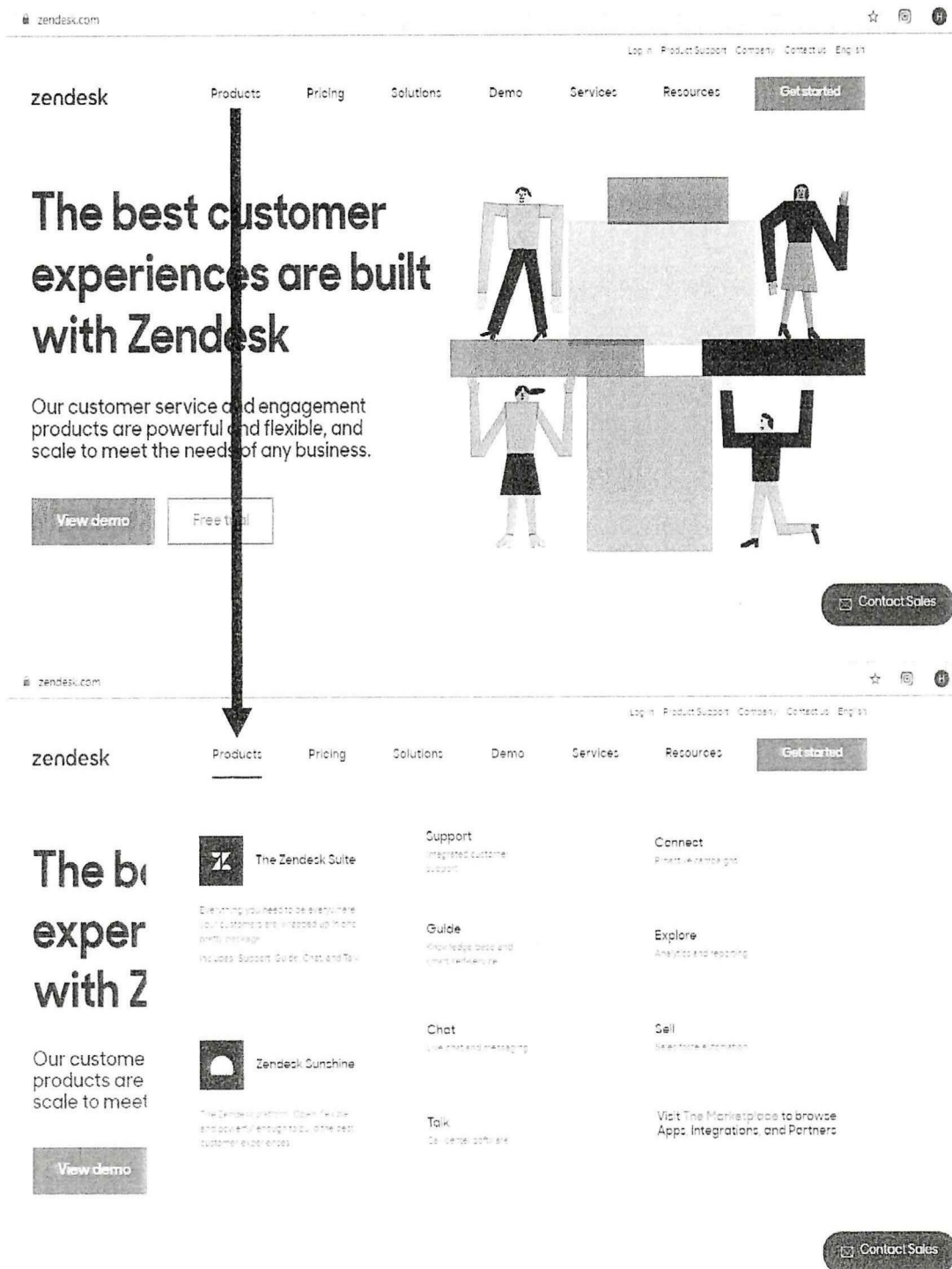


Figure Q15

(10 marks)

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



Figure Q16

Format:

- Apply the HTML5 elements : hgroup, section, article, aside and time
- 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.
- 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 -