

**Code No: MB163F/R16**

**MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019**

**WEB DESIGNING**

**Time: 3 Hours**

**Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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|------|---|----|
| 1. a | Describe any two web applications.  | 6M |
| b    | What is an IP address? Briefly describe IPv4 and IPv6 addressing.   | 6M |
| 2. a | Explain the purpose of HTTP.  | 4M |
| b    | List and explain the parts of HTTP URL.   | 4M |
| c    | Briefly explain the parts of HTTP request message.  | 4M |
| 3. a | Explain the difference between HTML and general purpose programming languages.                                  | 4M |
| b    | Describe the HTML tags used in constructing a table.  | 4M |
| c    | Describe how a hyperlink is created using HTML tags   | 4M |
| 4. a | Explain the tags used for creating lists.   | 3M |
| b    | Explain the tags used for giving special effects to text.   | 3M |
| c    | How do you capture user input in a webpage using HTML? Explain with an example.                                 | 6M |
| 5. a | Describe different ways of including CSS in HTML. Give examples.  | 6M |
| b    | Explain style attributes related to color.  | 3M |
| c    | Describe descendant selector with an example.   | 3M |
| 6. a | Explain the important features of JavaScript language.  | 6M |
| b    | How is validation performed on HTML form using JavaScript code?   | 6M |
| 7. a | Explain how the color of a button can be changed when the mouse pointer is moved on top of it using JavaScript. | 6M |
| b    | Describe Document Object Model (DOM) used in JavaScript.  | 6M |

8. CASE STUDY

12M

### Digital Marketing to Help Artisans

Craftspeople are the backbone of the non-farming rural Indian economy, with an estimated 7 million artisans according to official figures (and up to 200 million artisans according to other sources) engaged in craft production for their livelihood. However, they are a slowly perishing breed. According to UN, over the past 30 years, the number of Indian artisans has decreased by 30%.

Rapid decline in consumer demand for the traditional products and the lack of successors to continue the craft have become serious problems. Possible reasons for this situation include change in the lifestyle and gaps between traditional products made by the artisans and the types of products needed by consumers. A large number of artisans have moved to urban centers in search of other jobs in the industry to make both ends meet.

How to help in sustaining our rich heritage of arts and crafts? There is a need to rebrand many of these craft products as artistic pieces rather than utility products. There is money in art. There is a worldwide market for Indian art and crafts. We have to identify potential buyers and target them. Attractive advertisement material is to be prepared. There is a need to create a meeting place for buyers and sellers. The best way to do it is through digital marketing which connects artisans directly to global buyers. We need to leverage the latest digital technologies such as smartphones, cloud computing and the internet.

However, we must remember that still Internet access in interior parts of the country is poor where many of the artisans live. We need a solution that can be implemented on low bandwidth and unreliable internet connections. Computers are, in general, costly. Hence it has to be investigated what type of digital devices we can provide to them within a limited budget to make this workable.

**Question:**

Prepare a proposal for developing a website that helps the artisans to sell their products to global buyers by leveraging the full power of web technologies. Clearly state what specific technologies you propose to use to develop the site. Describe the hardware necessary at client and server locations to implement the project. Also provide rough estimate of expenditure.

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