

B.Com (Digital)
SKILL ENHANCEMENT ELECTIVE COURSE(SEC)
SEMESTER-V
(BCDB33505T): WEB DESIGNING AND DEVELOPMENT

MAX. MARKS: 100

EXTERNAL: 70

INTERNAL: 30

PASS:40%

CREDITS:4

Objective:

To learn to choose and devise appropriate web analytics tools and techniques.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

Section A

Introduction to HTML: Basic concepts and overview of HTML markup.

Web design, Process of Web designing and publishing, Implementation, Web site development phases, Domain and webhosting, Role of HTML in Web.

Overview of HTML: structure of HTML documents, document types, various elements of HTML.

Links, Addressing and Images: Linking basics, URL, linking in HTML, anchor attributes images and anchors, image maps, semantic linking with the <LINK> element, meta-information;

HTML image basics; images as buttons; and image maps.

Layout: Backgrounds, Colors, and Text; design requirements; HTML approach to Web design; fonts; colors in HTML; document-wide color attributes for <BODY>; and background images. Introduction to tables, LISTS; frames

Section B

Style Sheets: Basics, properties and positioning of style sheet.

HTML Forms: Preliminaries, controls and the <FORM> element;

Server-Side Programming: client/server side programming; common gateway interface (CGI);

Dynamic HTML: dynamic HTML and document object model; HTML and scripting access; rollover buttons; moving objects with DHTML; and ramifications of DHTML

Suggested Reading :

Text Book:

1. Thomas A. Powell , “HTML: The Complete Reference”, Osborne/McGraw- Hill

References:

1. Deitel, Deitel and Nieto : Internet & WWW. How to program, 2 nd Edition, Pearson Education Asia.
2. E Stephen Mack, JananPlatt : HTML 4.0 , No Experience Required, 1998, BPB Publications.