

UNIVERSITY COLLEGE LONDON

University of London

EXAMINATION FOR INTERNAL STUDENTS

For the following qualifications :-

B.Sc.

Information Studs. B1: Web Technologies & Management

COURSE CODE : INSTB001

UNIT VALUE : 0.50

DATE : 07-MAY-02

TIME : 14.30

TIME ALLOWED : 2 hours

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TURN OVER

B.001: Web technologies and management

Answer **THREE** questions.

1. Discuss the role and impact of textual information on websites. What are the main considerations in writing for the web?
2. Briefly describe XML. Discuss how far you think XML will supplant HTML as a markup language for general purpose use. What obstacles might need to be overcome in order to make the adoption of XML more widespread?
3. What steps can we take to ensure that a user can easily find a site we have created?
4. What are the differences in management focus between a centralized website management model and a decentralized one? What are their benefits and drawbacks? What might make an organization choose one approach over another?
5. Explain the difference between client-side processing and server-side processing. Give examples of the sorts of operation which are typically performed by each method. Are there any tasks which would be inappropriate for either method, and if so, why?
6. 'Forget WYSIWYG - the reality is that WYSINWTG.' Explain this quotation, and discuss the causes and possible solutions to this problem.
7. What practical problems might be expected to arise in a large organization where the majority of the workforce were expected to contribute to a corporate website? What specific tools and support methods might be provided to make the contribution process more efficient?

END OF PAPER