

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**

DATE : **04-May-05**

TIME : **14:30**

TIME ALLOWED : **2 hours 0 minutes**

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TURN OVER

INSTB001: Web technologies and management

Answer **THREE** questions.

1. Discuss the pros and cons of Content Management Systems for website management and development. What factors might influence an organisation's decision to use a CMS? Give examples (specific or generic) of both appropriate and inappropriate situations for CMS usage, and explain your reasoning.
2. Explain the role of a DTD in an XML environment. What mechanisms are used in a DTD to control the markup and structure of an XML application?
3. Why are issues of accessibility important in website design? How might a designer achieve accessibility in a website?
4. Why is a knowledge of how search engines work important when designing a website? How can designers use knowledge of how search engines work to improve the chance of a user finding their sites? Is it more important to understand how the technology works, or the psychology of the users? Why? State your point of view and give your reasons.
5. Explain the principles behind, and differences between CSS, XSL, and XML Schemas for control of look and feel aspects of web documents.
6. Are modern web design tools and environments which encourage a WYSIWYG approach to building web pages a good thing? Do they have any potential drawbacks? Discuss the pros and cons of the use of such tools.
7. Why do so many websites fail to succeed? What makes a website successful? Discuss, ensuring you address issues which have positive and negative impacts on success.

END OF PAPER