BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – B.Sc.(AM)-Hons-2020
Course Name – Content Management System
Course Code - BMMD601B
(Semester VI)

Full Marks : 60
Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)
1 x 15=15

1. *Choose the correct alternative from the following :*

(i) State what does CMS stand for?
   a) Central Management System
   b) Content Management System
   c) Customer Management System
   d) Computerized Management System

(ii) Identify from the following which is NOT a type of CMS
   a) Open source CMS
   b) Proprietary CMS
   c) Cloud-based CMS
   d) Distributed CMS

(iii) Identify the primary function of a CMS
   a) To manage content
   b) To manage customer data
   c) To manage computer networks
   d) To manage financial transactions

(iv) State the main benefit of using a CMS
   a) Increased security
   b) More customization options
   c) Improved scalability
   d) Faster page load times

(v) State which of the following is an example of a popular open source CMS
   a) Adobe Experience Manager
   b) Squarespace
   c) WordPress
   d) Shopify

(vi) Identify the main disadvantage of using a proprietary CMS
   a) Higher costs
   b) Limited customization options
   c) Poor scalability
   d) Reduced security

(vii) Define what is a headless CMS
   a) A CMS that lacks a user interface
   b) A CMS that only supports plain text
   c) A CMS that cannot integrate with other systems
   d) A CMS that is hosted in the cloud

(viii) Identify from the following which is NOT a basic capability of a CMS
   a) Content creation
   b) Content management
   c) Content delivery
   d) Content encryption

(ix) State the primary benefit of using a modular CMS
a) Greater flexibility
b) Higher security
c) Lower costs
d) Easier maintenance

(x) Choose the type of solution that requires the user to purchase a license to use it

a) Hosted solutions
b) Open source solutions
c) Both a and b
d) None of the above

(xi) Choose the type of solution that is entirely managed and maintained by a third-party provider

a) Open source solutions
b) Proprietary CMSs
c) Hosted solutions
d) All of the above

(xii) Classify which of the following is NOT a basic capability of a CMS

a) Content creation and editing
b) Content storage and retrieval
c) Content analysis and reporting
d) Content publishing

(xiii) Select the type of CMS that requires a license to use

a) Open source CMS
b) Proprietary CMS
c) Cloud-based CMS
d) All of the above

(xiv) Cite the primary benefit of using a CMS for content management

a) It allows you to create dynamic web pages without coding
b) It provides advanced security features to protect your website
c) It improves website performance and speed
d) It enables collaboration between multiple content creators and editors

(xv) Explain from the following which is an example of an open source CMS

a) WordPress
b) Drupal
c) Magento
d) Squarespace

Group-B
(Short Answer Type Questions)
3 x 5=15

2. Analyze the core features that needs to be considered when comparing CMS platforms. (3)
3. Distinguish between a traditional website and a CMS enabled website. (3)
4. Apply your knowledge of CMS platforms to recommend a suitable platform for a graphic design firm. (3)
5. Explain the importance of planning a content strategy in a CMS. (3)
6. Describe the evolution of CMSs and how it has impacted web development. (3)

OR

Outline the differences between open-source and proprietary CMS. (3)

Group-C
(Long Answer Type Questions)
5 x 6=30

7. Assess the key steps in the content management process (5)
8. Distinguish between choosing a CMS for a designer versus choosing a CMS for an organization. (5)
9. Summarize the basic capabilities of a CMS and how they can benefit developers. (5)
10. Identify when is it appropriate to seek assistance when choosing a CMS (5)
11. Distinguish dow do open-source CMSs differ from proprietary CMSs in terms of customization and cost-effectiveness? (5)
12. Describe the different types of CMS. (5)

OR

List some of the long-term considerations when choosing a CMS. (5)

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