BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – B.Sc.(AM)-Hons-2021
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)   Identify the primary disadvantage of using a cloud-based CMS

   a) Reduced security   b) Higher costs
   c) Limited customization options   d) Poor scalability

(ii)   Identify which is a popular open source eCommerce CMS

   a) Joomla   b) Shopify
   c) WooCommerce   d) Wix

(iii)   Identify the main benefit of using a microservices architecture for a CMS

   a) Greater scalability   b) Easier maintenance
   c) Higher security   d) Lower costs

(iv)   Identify which is a commonly overlooked issue when comparing CMSs.

   a) The availability of third-party plugins and extensions.   b) The ability to customize the CMS's appearance.
   c) The level of support provided by the CMS provider.   d) The quality of the CMS's documentation.

(v)   State an important factor to consider, when assessing an organization's needs for a CMS.

   a) The price of the CMS.   b) The number of employees in the organization.
   c) The organization's goals and objectives. d) The location of the organization.

(vi)   Classify a core feature to research when comparing CMSs

   a) Design templates and themes   b) User authentication and security
   c) Content creation and editing tools   d) Social media integration and analytics

(vii)   Classify a commonly overlooked issue when comparing CMSs

   a) Cost and licensing fees   b) Integration with existing systems
   c) Available support and documentation   d) Scalability and future growth potential

(viii)   Indicate how can you properly assess your CMS needs

a) Conduct a comprehensive needs analysis

b) Choose the most popular CMS on the market

c) Select a CMS based on its visual appeal

d) Consult with a CMS sales representative

(ix) Identify some pros of using a hosted CMS solution

a) Greater control over website customization and functionality

b) Higher website performance and speed

c) Lower overall cost compared to self-hosted CMSs

d) Easier management and maintenance of website

(x) Identify some cons of using a hosted CMS solution

a) Limited flexibility and customization options

b) Higher costs compared to self-hosted CMSs

c) Dependence on the hosting provider for security and support

d) Limited integration with other software and systems

(xi) Determine the resource that is helpful for finding and installing plugins and extensions for CMSs

a) Social media

b) News websites

c) CMS review websites

d) Plugin directories

(xii) Choose an open-source CMS.

a) A content management system that is free to use

b) A content management system that is only available to certain users

c) A content management system that is only available on certain operating systems

d) A content management system that requires a license

(xiii) Choose what are WebDAV and FTP?

a) Programming languages

b) Web browsers

c) File transfer protocols

d) Operating systems

(xiv) Choose the correct option for MySQL.

a) A programming language

b) An operating system

c) A database management system

d) A web server

(xv) Determine what are WYSIWYG editors

a) A type of web browser

b) A type of programming language

c) A type of file transfer protocol

d) A type of text editor

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Discuss the best SEO practices to optimize content for search engines using a CMS. (3)
3. Discuss the importance of properly assessing your organization's needs when choosing a CMS platform. (3)
4. Summarize the pros and cons of open-source solutions for organizations. (3)
5. Identify how does a CMS help to improve website performance. (3)
6. Describe the role of taxonomy in a content management system. (3)

OR

Compare the challenges involved in CMS migrations with the challenges involved in managing the content lifecycle. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Define what is the CMS and how did it evolve over time. (5)
8. Illustrate the pros and cons of hosted CMS solutions (5)
9. Discuss some common challenges that developers may face when working with CMS. (5)
10. Summarize the main challenges of CMS migrations (5)

11. Create a plan for controlling the content lifecycle in CMS, including the key stages and considerations involved. (5)
12. Compare the pros and cons of open source CMS solutions with proprietary CMS solutions. (5)

OR

Assess the key steps in the content management process. (5)

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