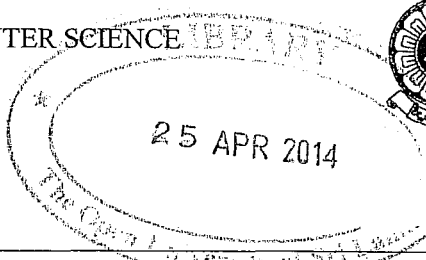


THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF MATHEMATICS AND COMPUTER SCIENCE
B.Sc. DEGREE PROGRAMME 2013/2014
NO BOOK TEST 02
CPU3149: WEB TECHNOLOGIES
DURATION: ONE HOUR ONLY (1 HOUR)



Date: 08th April 2014

Time: 08:45 am to 09:45 am

Answer **ALL** Questions.

Q1).

Assume you have been assigned as the technical lead of a web development company and recently the company started providing SEO services as well.

- i. What are the website features you will develop using JavaScript?
- ii. List the features of HTML5 you would like to use when developing a mobile website?
- iii. What are the best practices you have to follow when developing a mobile website?
- iv. Describe the steps to follow to optimize (SEO) an existing website for search engines.
- v. Describe how you can use XML and Web Service to create a web application to deliver news content for different media and devices.

Q2).

Assume you are an owner of a furniture business with branches in several districts. Recently you have launched an online web store for your products. Now you are planning to promote your website for the mobile users and also to use SEO for your website.

- i. What are the modifications and improvements you have to do when extending your current website for mobile users?
- ii. Describe how HTML5 features can be used to improve the mobile web user experience.
- iii. What are the qualities you should look for when selecting a SEO company?
- iv. What are the web services you would like to use from other parties to improve your website features?
- v. Describe how you can use XML and JavaScript to enhance your website.

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