

GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2022
APPLICATION OF WORDPRESS
IT801F

TIME ALLOTTED: 3 HOURS

FULL MARKS: 70

*The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable*

GROUP – A
(Multiple Choice Type Questions)

Answer any **ten** from the following, choosing the correct alternative of each question: **10×1=10**

		Marks	CO No
1.	(i) What are the famous examples of CMS software a) Joomla b) Drupal c) Wordpress d) All of the above	1	CO2
	(ii) What are the typical uses of CMS? a) Enterprise Content Management (ECM) b) Web Content Management (WCM) c) Both A&B d) Only A	1	CO3
	(iii) What are the components of CMS? a) content management application (CMA) b) content delivery application c) Both A&B d) Only A	1	CO2
	(iv) What are the features of CMS? User Management a) Theme System b) Extending Plugins c) All of the above	1	CO1
	(v) What are the advantages of CMS? a) Most of the CMS is open source and is available for free b) Easy and quick uploading of media files can be done c) Several SEO tools make on-site SEO simpler d) All of the above	1	CO3
	(vi) What are the disadvantages of CMS a) CMS hosting is quite expensive b) PHP knowledge is required to modify or change the WordPress website c) The use of different plugins can make your website heavy and challenging to run. d) All of the above	1	CO2

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| (vii) | What are the features of wordpress? | 1 | CO1 |
| | a) The most important features of WordPress are that you can create a dynamic website without any programming and design knowledge | | |
| | b) Plugins extend the functionality of WordPress, which can be used to add new required modules | | |
| | c) WordPress is Multilingual, which allows users to translate content in their language | | |
| | d) All of the above | | |
| (viii) | What are the advantages of wordpress? | 1 | CO1 |
| | a) Design themes customization in WordPress is straightforward | | |
| | b) It allows you to manage users with different roles and permissions | | |
| | c) WordPress media management is quick and easy to use | | |
| | d) All of the above | | |
| (ix) | What are the steps required for wordpress installations | 1 | CO2 |
| | a) The language preference on the first step | | |
| | b) Info about the required information before proceeding | | |
| | c) MySQL database connection credentials | | |
| | d) All of the above | | |
| (x) | Benefits of using wordpress | 1 | CO3 |
| | a) It is flexible and scaled features | | |
| | b) It is suited for all types of users. | | |
| | c) only A | | |
| | d) Only A&B | | |
| (xi) | What are the components comes under publish section | 1 | CO4 |
| | a) Save Draft | | |
| | b) Preview | | |
| | c) Move to Trash | | |
| | d) All of the above | | |
| (xii) | Components used in adding categories | 1 | CO4 |
| | a) Save Draft | | |
| | b) Preview | | |
| | c) Slug | | |
| | d) Move to Trash | | |

GROUP B**(Short Answer Type Questions)**Answer any *three* of the following.**3x5=15**

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|----|--|--------------|--------------|
| 2. | (a) Is WordPress open-source? Name a few other open-source platforms | 2 | CO2 |
| | (b) Does WordPress require you to use a single template file to define all the different page categories on a website? Why or why not? | 2 | CO2 |
| | (c) What is the default three-character prefix for data tables which are created in WordPress? | 1 | CO2 |

3.	(a)	Does WordPress use cookies? What are cookies used for in WordPress?	2	CO3
	(b)	Is it mandatory to enable commenting on WordPress websites? How do you disable/enable it?	2	CO3
	(c)	What is Hooks in WordPress terminology?	1	CO3
4.	(a)	How to update the website title and URL?	3	CO1
	(b)	How can you backup your WordPress content?	2	CO1
5.	(a)	How to reset the password for a user in WordPress?	2	CO2
	(b)	What is an action hook and filter hook?	2	CO2
	(c)	What is the loop in WordPress?	1	CO2
6.	(a)	What is the difference between installing and activating a theme?	3	CO4
	(b)	Which 'meta box' is not hidden by default on Post and Page screens?	2	CO4

GROUP C**(Long Answer Type Questions)**Answer any *three* of the following.**3x15=45**

			Marks	CO No
7.	(a)	i) What is WordPress? ii) What is the technology framework that it is built on? iii) What is the current latest version of WordPress? iv) Name any other Content Management System v) What are the three biggest benefits of building a website using WordPress?	5	CO2
	(b)	How many tables a default WordPress will have? List them and describe what they are used for.	5	CO2
	(c)	What do you mean by custom field in WordPress? How to add custom fields to a WordPress page/post?	5	CO2
8.	(a)	What is the difference between WordPress posts and pages? Explain in detail the usage of these elements as well as how they would be used in relation to each other.	7	CO1
	(b)	How many default Roles are there in WordPress and what are they? Explain each role in brief.	4	CO1
	(c)	What are Permalinks in WordPress? How to set them and why?	4	CO1
9.	(a)	What are WordPress Plugins? List out the commonly used plugins on the WordPress website for SEO, security, breadcrumbs, widgets, contact forms	9	CO3

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| | (b) | How to improve security in a WordPress site? | 3 | CO3 |
| | (c) | Explain Categories in WordPress. | 3 | CO3 |
| 10. | (a) | What are the advantages of WordPress? | 3 | CO4 |
| | (b) | What is the difference between the two URLs in General Settings? | 4 | CO4 |
| | (c) | What is a WordPress taxonomy? | 4 | CO4 |
| | (d) | What do you mean by the custom field in WordPress? | 4 | CO4 |