



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY  
(MMUST)**

**UNIVERSITY REGULAR EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER EXAMS**

**FOR THE DEGREE OF**

**BACHELOR OF INFORMATION SYSTEMS AND KNOWLEDGE  
MANAGEMENT**

**COURSE CODE: BIK414**

**COURSE TITLE: CONTENT DEVELOPMENT AND MANAGEMENT**

**DATE: 05/12/2022**

**TIME: 12:00-2:00PM**

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**INSTRUCTIONS: Please attempt QUESTION ONE and any OTHER TWO QUESTIONS**

MMUST observes ZERO tolerance to examination cheating

Paper Consists of 2 Printed Pages. Please Turn Over

### Question One (28Mks)

- a) Distinguish the following concepts:
  - i) A coupled CMS and headless CMS (3Mks)
  - ii) Web content and a transaction Record (3Mks)
  - iii) Features of a CMS and components of a CMS (3Mks)
  - iv) Primary navigation and secondary navigation (3mks)
- b) Using a CMS familiar to you, briefly describe the key features of a CMS (6Mks)
- c) Site optimization is the process of using tools, advanced strategies, and experiments to improve the performance of your website, further drive more traffic, increase conversions, and grow revenue. Describe some of the best practices that can help improve your chances of ranking on Google and other major search engines (8Mks)
- d) What are the major components of a CMS? Briefly explain their roles (4Mks)

**Content is created** through an “editorial process.” This process is what humans do to prepare information for publication to an audience. It involves **modeling, authoring, editing, reviewing, approving, versioning, comparing, and controlling**. Write brief notes on any **FOUR** of the activities involved (16 Marks)

### Question Three (16 Marks)

- e) Using suitable examples, Distinguish between the following concepts
  - i) Data modelling and content modelling (4mks)
  - ii) Content geography and content shape (4Mks)
- f) Wireframing is the process of exploring diagrams to understand the design of an app. Discuss the benefits of using wireframes in content management (8Mks)

### Question Four (16 Marks)

- g) It is important for content to be compelling to readers, visible to search engines, linkable to partners, shareable through social media, and transferable to mobile devices. Discuss (8mks)
- h) Trees can be broad (many children under each parent) or narrow (fewer children) and shallow (fewer levels) or deep (more levels). Discuss (8mks)

### Question Five (16 Marks)

The average person spends roughly three seconds on a website before deciding whether to stay. That is not enough time to read your latest blog post and know your blog is awesome. Instead, design affects that decision. If the visitor does happen to stay, you want to keep them around with a blog that just plain makes sense to use.

- i) Outline some of the characteristics of a good blog (6mks)
- j) Distinguish between self-hosted and hosted websites (4mks)
- k) Describe the procedures of setting up a functional blog (6mks)