

BACHELOR OF TECHNOLOGY (CBCS - 2023)
B. Tech. Sem-II Information Technology : WINTER: 2025
SUBJECT: CONTENT MANAGEMENT SYSTEM

Day : Wednesday

Date : 26/11/2025

W-27744-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 60

NB :

1. All questions are COMPULSORY.
2. Figures to the right indicate FULL marks for the question.
3. Draw neat labelled diagrams WHEREVER necessary.
4. Assume suitable data, if necessary.

Q. 1 Describe the key differences between Content Management System (CMS)-based web site development and traditional web development. (10)

OR

- Q. 1 a. Mention two key elements of effective content design and explain their importance. (5) (10)
- b. List two benefits and two challenges of using a CMS in web development. (5)

- Q. 2 a. Define data migration and explain its role in CMS implementation. (5) (10)
- b. Differentiate between manual and automated content import in a CMS. (5)

OR

Q. 2 Discuss the process of planning and executing CMS implementation in an organization. (10)

- Q. 3 a. Why is proper content organization important in a CMS? (10)
- b. What are the benefits of using a media library in a CMS?

OR

Q. 3 Discuss the challenges of managing multimedia content in a CMS and suggest strategies to optimize performance. (10)

Q. 4 Explain the typical workflow of content publishing in a Content Management System (CMS) and describe how user roles influence this process. (10)

OR

Q. 4 What is the role of versioning and revision control in a CMS? Differentiate between revision and versioning. (10)

Q. 5 What are the key functions of a Content Management System (CMS) and list common tasks involved in CMS maintenance? (10)

OR

Q. 5 When to put Content Management System (CMS) into maintenance mode? How is it beneficial to CMS administrator? (10)

Q. 6 Explain the fundamental difference between plugins/modules, themes/templates and pages/posts in the context of a CMS like WordPress or Drupal. Provide an example of each. (10)

OR

Q. 6 How can website analytics (integrated/plugin/third-party) inform your decisions regarding usability and accessibility improvements within your CMS? Provide an example of a metric that might guide a specific change related to website. (10)

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