Topic: CSS

Date: 06/10/2023

Time: 1:30 pm – 4:30 pm

Duration: 180 mins

Total Marks: 25 Marks

PART A: Coding Questions (Marks 25)

Launching a new book is an exciting endeavor, but it comes with its own set of challenges. In order to effectively promote and create buzz around the book, help the author to address the following problems in the design and functionality of the product launching page:

Audience Engagement: Launching a book requires capturing and maintaining the interest of potential readers. Design the launching page to engage visitors immediately and encourage them to explore further.

Book Presentation: The page should effectively present the book's unique selling points, including its genre, plot, themes, and what makes it stand out. Convey the essence of the book and why it's a must-read?

Call to Action (CTA): Converting visitors into readers is a primary goal. We need clear and persuasive CTAs that guide visitors to take actions like pre-ordering, signing up for updates, or sharing the page with their networks.

Building Trust: Establishing trust is essential, especially for first-time visitors. We must showcase the author's credentials, provide endorsements or reviews if available, and demonstrate the author's commitment to delivering a quality reading experience.

Social Media Integration: Leveraging social media is vital for book promotion.

1. Create a Book Launching Page for an author considering above problem statement. Consider the following constraints while creating the page.

Technical Considerations:
a. Use lots of creativity while making a landing page.

b. Add footer and header, create columns, align-items, divide the sections and a lot of things.
c. You will also take care of alignment, padding, margin, space between sections, paragraphs, and boxes.
d. Color combinations should go well with each other for different sections or backgrounds.