GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER–VII (NEW) EXAMINATION – SUMMER 2022

Subject Code:3171616   **Date:14/06/2022**
Subject Name:Internetwork Security and Web Analytics
Time:02:30 PM TO 05:00 PM   **Total Marks: 70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Simple and non-programmable scientific calculators are allowed.**

			MARKS
Q.1	(a)	What is cyber-attack? List out different types of cyber-attacks.	03
	(b)	What is the importance of cyber security matrices?	04
	(c)	Explain strategies for developing suitable information security policies for organization.	07
Q.2	(a)	Explain behavior analysis.	03
	(b)	Give the difference between internal search and external search.	04
	(c)	Explain the importance of web analytics.	07
		OR	
	(c)	Explain OSI reference model.	07
Q.3	(a)	Explain Data capturing for web analytics.	03
	(b)	What are the disadvantages of Streaming Analytics?	04
	(c)	Explain SEO and its working.	07
		OR	
Q.3	(a)	What is trust and security in E-commerce website?	03
	(b)	What is PPC? Describe the factors affecting on PPC.	04
	(c)	Explain any three analytic tools.	07
Q.4	(a)	Explain three layers of 'SO WHAT TEST'.	03
	(b)	What is email marketing? Explain its fundamentals.	04
	(c)	Explain Black-Hat SEO Technique.	07
		OR	
Q.4	(a)	Write short note on email automation concept.	03
	(b)	Explain A/B Testing.	04
	(c)	Explain SEO-KPI.	07
Q.5	(a)	Explain web master.	03
	(b)	List and explain E-Commerce Models.	04
	(c)	Explain the difference types of websites.	07
		OR	
Q.5	(a)	How to create web analytics report?	03
	(b)	Explain the components of successful email marketing.	04
	(c)	Explain the process of website testing.	07

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