

GUJARAT TECHNOLOGICAL UNIVERSITY**BE – SEMESTER- VII EXAMINATION-SUMMER 2023****Subject Code: 3171616****Date: 21/06/2023****Subject Name: Internetwork Security and Web Analytics****Time: 10:30 AM TO 01:00 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 host based security? Explain.	03
(b) Briefly explain Passive attacks.	04
(c) Explain strategies for developing suitable information security policies for organization.	07
Q.2 (a) Discuss benefits of web analytics.	03
(b) Explain the three layers of 'SO WHAT TEST'	04
(c) Explain OSI Model with all layers in detail.	07
OR	
(c) Explain the features of web analytics tool.	07
Q.3 (a) List the tools to generate navigation reports.	03
(b) Briefly describe the effectiveness of Pay-per-Click model.	04
(c) Explain site search analysis.	07
OR	
Q.3 (a) List the tools to use email marketing.	03
(b) What are the disadvantages of Streaming Analytics?	04
(c) Explain SEO and its working.	07
Q.4 (a) Explain the fundamentals of Email marketing.	03
(b) Explain A/B Testing.	04
(c) What are Core Web Vitals and Their Importance?	07
OR	
Q.4 (a) Describe the process to create web analytics report.	03
(b) Discuss Pros and Cons of Multichannel marketing.	04
(c) Explain On-page SEO and Off-page SEO.	07
Q.5 (a) Describe the steps to test important pages and calls to action in website.	03
(b) Explain the technique to focus on search traffic.	04
(c) Explain Black-Hat SEO Technique.	07
OR	
Q.5 (a) What is trust and security in E-commerce website?	03
(b) Explain key performance indicator.	04
(c) Discuss the process of website testing.	07
