

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VII (NEW) EXAMINATION – SUMMER 2024

Subject Code:3171616

Date:15-05-2024

Subject Name:Internet 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 the importance of cyber security matrices?	03
	(b) What is cyber-attack? List out different types of cyber-attacks.	04
	(c) Explain web analytics with its types.	07
Q.2	(a) Discuss different classes of attacks.	03
	(b) Give the difference between host based security and Perimeter security.	04
	(c) Explain the metrics for web analytics.	07
	OR	
	(c) Explain the importance of web analytics.	07
Q.3	(a) Explain key performance indicator.	03
	(b) What is the difference between internal search and external search in website?	04
	(c) Define SEO and its working.	07
	OR	
Q.3	(a) How do you measure effectiveness of PPC?	03
	(b) What is trust and security in E-commerce website?	04
	(c) Discuss OSI reference model.	07
Q.4	(a) Explain Multichannel marketing.	03
	(b) What is A/B Testing?	04
	(c) How do you measure blog performance?	07
	OR	
Q.4	(a) What are the responsibilities of webmaster?	03
	(b) What is email marketing? Explain its fundamentals.	04
	(c) What is site search analysis?	07
Q.5	(a) What is streaming analytics?	03
	(b) Define the components of successful email marketing.	04
	(c) Explain On-page SEO and Off-page SEO.	07
	OR	
Q.5	(a) Define: SEO-KPI.	03
	(b) List and explain E-Commerce Models.	04
	(c) Explain the process of website testing.	07
