

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER- VII EXAMINATION – SUMMER 2026

Subject Code:3171616

Date:20-05-2026

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) Explain Internetwork Security.	03
(b) Describe Web Analytics Fundamentals in brief.	04
(c) Classify the different categories of web attacks.	07
Q.2 (a) Differentiate Internal search and External search.	03
(b) Explain the three layers of 'SO WHAT TEST'.	04
(c) Explain the metrics for web analytics.	07
OR	
(c) Explain Data Capturing tools with example in detail.	07
Q.3 (a) Explain Web Menace in brief.	03
(b) What is Host-based security system? Explain in detail.	04
(c) Explain OSI reference model in detail.	07
OR	
Q.3 (a) Discuss web content quality.	03
(b) Discuss various media and channels of marketing.	04
(c) What is SEO? Explain its working in detail.	07
Q.4 (a) What is Multichannel marketing?	03
(b) What is trust and security in E-commerce website?	04
(c) Explain the steps to track success of email marketing.	07
OR	
Q.4 (a) Explain key performance indicator.	03
(b) List and explain E-Commerce Models.	04
(c) Explain Black-Hat SEO Technique.	07
Q.5 (a) Which tools are used for email marketing?	03
(b) Differentiate SEO and PPC.	04
(c) Explain On-page SEO and Off-page SEO.	07
OR	
Q.5 (a) List the tools to use email marketing.	03
(b) What is A/B Testing?	04
(c) Discuss the process of website testing.	07
