GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER–VII (NEW) EXAMINATION – WINTER 2021

Subject Code:3171616   **Date:17/12/2021**
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)**	Explain key performance indicator	**03**
	(b)	Discuss and describe types of cyber-attacks.	**04**
	(c)	Write a short note on security issues in TCP/IP model protocol	**07**
Q.2	**(a)**	Explain the types of web analytics.	**03**
	(b)	Explain objective and benefits of web analytics	**04**
	(c)	Explain different types of websites in detail.	**07**
		OR	
	(c)	Explain the features of web analytics tool	**07**
Q.3	**(a)**	Differentiate internal search and external search	**03**
	(b)	Explain the analytics metrics life cycle	**04**
	(c)	Explain SEO and its working	**07**
		OR	
Q.3	**(a)**	Define PPC and explain its working.	**03**
	(b)	Explain FCP.LCP, CLS, FID in detail	**04**
	(c)	Explain the protocols involved with application layer.	**07**
Q.4	**(a)**	Explain the three layers of 'SO WHAT TEST'.	**03**
	(b)	What is A/B Testing?	**04**
	(c)	What is site search analysis?	**07**
		OR	
Q.4	**(a)**	Explain the tracking matrices for SEO	**03**
	(b)	What are the responsibilities of webmaster?	**04**
	(c)	Explain the process of website testing.	**07**
Q.5	**(a)**	What are streaming analytics.	**03**
	(b)	What are the benefits of multichannel marketing	**04**
	(c)	Discuss various media and channels of marketing	**07**
		OR	
Q.5	**(a)**	Write down the steps to create web analytics report.	**03**
	(b)	Explain features of email marketing	**04**
	(c)	Explain OSI Model with all layers in detail.	**07**

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