

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

Subject Code:3171616**Date:16-01-2023****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 web Menace? Explain.	03
(b) Give the difference between host based security and Perimeter security.	04
(c) Explain different classes of attacks	07
Q.2 (a) Explain the types of web analytics.	03
(b) What is the difference between internal search and external search in website?	04
(c) Explain Data Capturing tools with example.	07
OR	
(c) Explain the metrics for web analytics.	07
Q.3 (a) Explain key performance indicator	03
(b) Explain how to measure SEO efforts.	04
(c) How can we analyze site search?	07
OR	
Q.3 (a) How do you measure effectiveness of PPC?	03
(b) What tools do you use for email marketing?	04
(c) How do you track success of email marketing?	07
Q.4 (a) Is pay-per-click an effective strategy for advertising spend?	03
(b) Explain Multichannel marketing?	04
(c) How do you measure blog performance?	07
OR	
Q.4 (a) What are streaming analytics?	03
(b) How to test Test price and Promotions	04
(c) Explain On-page SEO and Off-page SEO.	07
Q.5 (a) What are the responsibilities of webmaster?	03
(b) Discuss various media and channels of marketing	04
(c) Explain OSI Model with all layers in detail.	07
OR	
Q.5 (a) Write down the steps to create web analytics report.	03
(b) Explain the protocols involved with application layer.	04
(c) Explain the process of website testing.	07
