

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-VII (NEW) EXAMINATION – WINTER 2023

Subject Code:3171616**Date:01-12-2023****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 internetwork security? Types of internet security threats?	03
	(b) What is Host-based security system? Explain in detail.	04
	(c) Explain classes of attacks. Explain web based attacks in detail.	07
Q.2	(a) What is web analytics? Why is it important in web development?	03
	(b) Explain web analytics process in detail.	04
	(c) Explain OSI reference model in detail.	07
OR		
Q.3	(c) Explain different types of websites in detail.	07
	(a) Differentiate internal search external search.	03
	(b) Explain “Three layers of so what test”?	04
	(c) Explain SEO and it’s working in detail.	07
OR		
Q.3	(a) Define PPC and explain its working.	03
	(b) Explain web content quality.	04
	(c) Explain Competitive benchmarking?	07
Q.4	(a) What is E-commerce website guide? Give list of key areas of e-commerce metrics.	03
	(b) What is A/B Testing?	04
	(c) Explain how to analyzing pay per click effectiveness?	07
OR		
Q.4	(a) What is search analytics?	03
	(b) Differentiate SEO and PPC.	04
	(c) Explain how to perform internal site search analysis?	07
Q.5	(a) What is multichannel marketing?	03
	(b) Explain navigation reports in Google analytics.	04
	(c) Explain the process of website testing.	07
OR		
Q.5	(a) What is E-mail marketing?	03
	(b) Explain website jump start guide.	04
	(c) Discuss various media and channels of marketing.	07
