

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BE - SEMESTER-VII EXAMINATION – SUMMER 2025**

**Subject Code:3171616**

**Date:08-05-2025**

**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.

	<b>MARKS</b>
<b>Q.1</b> (a) How do you pick right security policy in various situation and why?	<b>03</b>
(b) Briefly explain Address Resolution Protocol (ARP).	<b>04</b>
(c) Explain the importance of web analytics	<b>07</b>
<b>Q.2</b> (a) What is web Menace? Explain	<b>03</b>
(b) Explain the analytics metrics life cycle.	<b>04</b>
(c) Explain different classes of attacks	<b>07</b>
<b>OR</b>	
(c) Explain site search analysis.	<b>07</b>
<b>Q.3</b> (a) Explain the three layers of ‘SO WHAT TEST’ in short.	<b>03</b>
(b) What is the difference between internal search and external search in website?	<b>04</b>
(c) Explain SEO and its working	<b>07</b>
<b>OR</b>	
<b>Q.3</b> (a) What is trust and security in E-commerce website?	<b>03</b>
(b) Briefly describe the effectiveness of Pay-per-Click model.	<b>04</b>
(c) Explain the technique to focus on search traffic.	<b>07</b>
<b>Q.4</b> (a) List the tools to use email marketing.	<b>03</b>
(b) Explain FCP.LCP, CLS, FID in detail	<b>04</b>
(c) Explain Multichannel marketing?	<b>07</b>
<b>OR</b>	
<b>Q.4</b> (a) What are the responsibilities of webmaster?	<b>03</b>
(b) Explain A/B Testing.	<b>04</b>
(c) Explain OSI Model with all layers in detail.	<b>07</b>
<b>Q.5</b> (a) What are streaming analytics	<b>03</b>
(b) What is email marketing? Explain its fundamentals	<b>04</b>
(c) Explain SEO-KPI.	<b>07</b>
<b>OR</b>	
<b>Q.5</b> (a) Explain key performance indicator.	<b>03</b>
(b) Write down the steps to create web analytics report.	<b>04</b>
(c) Explain Black-Hat SEO Technique	<b>07</b>

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