

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER-VII (NEW) EXAMINATION – WINTER 2024

Subject Code:3171616

Date:19-11-2024

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 are the key strategies for securing a network against web threats? Discuss. **03**
- (b) What factors should be considered when picking a security policy for an organization's network? Discuss at least three key considerations and their implications **04**
- (c) Explain the concept of host-based security and its importance in protecting against various types of cyber threats. Provide examples of host-based security measures and how they contribute to overall network security. **07**
- Q.2**
- (a) Define web Menace. **03**
- (b) What are the present and future trends in web analytics? Discuss emerging technologies and methodologies shaping the field and their potential impact on businesses. **04**
- (c) Discuss the importance of data quality in web analytics, particularly Quickstream data, and how organizations can implement best practices to ensure accuracy. **07**
- OR**
- (c) Explain foundational web analytics metrics and the significance of standard reports in analyzing website performance. **07**
- Q.3**
- (a) How does the "Three Layers of So What" test enhance web analytics effectiveness? Provide examples. **03**
- (b) Differentiate internal search and external search in website. **04**
- (c) Explore the realm of search analytics, including internal site search, SEO, and PPC (pay-per-click) Provide guidance on performing internal site search analytics, beginning SEO efforts, and measuring the effectiveness of SEO and PPC campaigns. **07**
- OR**
- Q.3**
- (a) Define trust and security in E-commerce website. **03**
- (b) How can businesses create foundation reports in web data analytics? **04**
- (c) Explain any three analytic tools **07**
- Q.4**
- (a) Provide insights into email marketing fundamentals, including subscriber list management and content creation strategies. **03**
- (b) Explain navigation reports in Google analytics. **04**
- (c) Explain Multichannel marketing? **07**

OR

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| Q.4 | (a) Describe the steps to test important pages and calls to action in website. | 03 |
| | (b) Explore strategies for improving search traffic through A/B testing methodologies. | 04 |
| | (c) Explain OSI Model with all layers in detail. | 07 |
| Q.5 | (a) What are streaming analytics.s | 03 |
| | (b) Discuss the integration of email marketing into multichannel strategies, emphasizing cohesive messaging across various platforms. | 04 |
| | (c) Explain SEO-KPI. | 07 |
| | OR | |
| Q.5 | (a) Explain web master. | 03 |
| | (b) Write down the steps to create web analytics report. | 04 |
| | (c) Explain Black-Hat SEO Technique. | 07 |
