

(3 Hours)

(Total Marks : 80)

- N.B.:** 1) Question No. 1 is compulsory.  
2) Answer **any three** out of **remaining** questions.  
3) Assume suitable **data** if **necessary**.  
4) **Figures** to the **right** indicate **full marks**.

1. a) Compare REST, SOA and SOAP. (10)  
b) Describe different types of search queries with the help of example. (10)  
c) Briefly list down and explain the layout of Search Engine Result Page.  
d) Define breadcrumb navigation.
2. a) Define SEO. Discuss the goals and objectives of SEO. (10)  
b) Explain SWOT analysis. (10)
3. a) What are the characteristics of REST web services? (10)  
b) Define AJAX. Describe its working with the help of proper diagram. (10)
4. a) Explain how the content of a webpage is evaluated? (10)  
b) Explain Clickstream analysis. What metrics are used to define clickstream? (10)
5. a) Define semantic web and classify its components. (10)  
b) Define RIA and its types. Explain the different characteristics of RIA in detail. (10)
6. a) Define Web analytics 2.0. Discuss the factor to measure the success rate of a website. (10)  
b) Compare Drupal, Joomla and Django. (10)