

(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)