

(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) Define search engine. What do you understand by crawling and indexing? (10)
b) What are the factors that affect SEO Plan? (10)
2. a) Explain the features to make website searchable by search engines. (10)
b) Explain clickstream analysis. What metrics are used to define clickstream? (10)
3. a) What are the elements of an audit to identify problems in an existing site? (10)
b) Define AJAX. Explain the methods used to send requests in AJAX. (10)
4. a) Discuss the steps to create SEO plans prior to site development. (10)
b) What is CMS? Explain the features of Django framework. (10)
5. a) Explain the relationship between WS-Coordination, WS-Atomic Transaction and WS-Business Activity. (10)
b) Explain the characteristics of REST full web services. (10)
- 6 a) Define Web analytics 3.0. What are the components of semantic web? (10)
b) Explain Web Ontology Language (OWL). (10)