(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)**

_____