

University of Mumbai
Examination June 2021

Examinations Commencing from 1st June 2021

Program: Information Technology

Curriculum Scheme: Rev2016

Examination: TE

Semester VI

Course Code: ITDLO6021 and Course Name: Advanced Internet Programming

Time: 2 hour

Max. Marks: 80

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Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1.	Often search engines can not see the hyperlinks in?
Option A:	Image text
Option B:	Image tag
Option C:	Flash content
Option D:	HTML text
2.	Which of the following is used to measure the gap between two visits by the same visitor on a website?
Option A:	Recency
Option B:	Bounce Rate
Option C:	Clickstream
Option D:	Conversion rate
3.	In web services, _____ helps in publishing, describing and discovering.
Option A:	XML
Option B:	SOAP
Option C:	UDDI
Option D:	WSDL
4.	Which of the following is not a response-header field ?
Option A:	responseText
Option B:	Content-Type
Option C:	Expires
Option D:	response body
5.	The RDF triplet, object-attribute -value known as -----
Option A:	Triple
Option B:	Statement
Option C:	Sentence
Option D:	Scheme
6.	As per search engine, if A page has 150 links, B has 200 links and C has 201 links, then which out of A, B, C can be treated as link authoritative pages?
Option A:	Page C because it has most links
Option B:	Page B and C, as they have almost equal and most links on page
Option C:	Page A as it has very few links on the page
Option D:	Any of the page A, B, C as per link neighbourhood

7.	A way to show where a user is in the navigation hierarchy, is termed as?
Option A:	Breadcrumb navigation
Option B:	Horizontal navigation
Option C:	Tree navigation
Option D:	Vertical navigation
8.	Which is not part of RDF terms?
Option A:	Literals
Option B:	RDF URI
Option C:	String
Option D:	Blank Nodes
9.	Which attribute of <xsl:template> element is used to define which node is eligible for processing?
Option A:	match
Option B:	name
Option C:	element
Option D:	node
10.	A website where the same keyword is multiple times targeted in the title and the header tags of the pages, is called as?
Option A:	Keyword bombing
Option B:	Keyword cannibalization
Option C:	Keyword exhausting
Option D:	Keyword overuse
11.	Which tool is most commonly used for web analytics and is free of charge?
Option A:	Google Analytics
Option B:	Radian6
Option C:	AlteranSM2
Option D:	Social Radar
12.	Google search engine will result in "weather" of whom, if searched in the incognito tab of Google Chrome?
Option A:	City where user is searching from
Option B:	Default city, New York, US
Option C:	Last city as known to browser based on previous activity
Option D:	Random city
13.	Rule Interchange Format is a framework that designs -----.
Option A:	Collection of rules
Option B:	Collection of dialects
Option C:	Collection of syntaxes
Option D:	Collection of formats
14.	Identify the right syntax to create JSON objects.
Option A:	object geeta = { "age" : "24": "contactno" : "9900228855":

	<pre>"gender" : "female" };</pre>
Option B:	<pre>object geeta = { "age" : "24"; "contactno" : "9900228855"; "gender" : "female" };</pre>
Option C:	<pre>var geeta = { "age" : "24" "contactno" : "9900228855" "gender" : "female" };</pre>
Option D:	<pre>var geeta = { "age" : "24", "contactno" : "9900228855", "gender" : "female" };</pre>
15.	Which of the following is not a framework for single page web applications?
Option A:	AngularJS
Option B:	UltraJS
Option C:	ReactJS
Option D:	Backbone.JS
16.	AJAX is not used in combination with this technology
Option A:	Javascript
Option B:	HTML
Option C:	PHP
Option D:	Flash
17.	What is a lightweight encapsulation format that is specified by WS-Attachments, as the attachment description format?
Option A:	JSON
Option B:	XML
Option C:	DIME
Option D:	MIME
18.	Which of the following is not a feature of Web 3.0?
Option A:	Semantic Web
Option B:	Artificial intelligence
Option C:	3D Graphics
Option D:	Multiple Searches
19.	Which of the following statements are true with respect to Javascript and AJAX?
Option A:	Javascript is a collection of technologies like JSON, XML, HTML and CSS.
Option B:	Ajax is combination of XML and HTML
Option C:	Ajax used a lot of bandwidth as compared to Javascript
Option D:	Javascript requests the server and waits for the response, whereas AJAX sends a request to the server and doesn't wait for the response.

20.	Results pooled and ranked from primary indices of the web are called as?
Option A:	PPC results
Option B:	Organic results
Option C:	Vertical results
Option D:	Horizontal results

Q2 (20 Marks)	Solve any Two Questions out of Three	10 marks each
A	Explain the various sections outlined in the Google search engine results, if searched for the keyword, such as "Black Shoes". Also explain how the web crawler/ web spider helps the search engine in order to generate the result pages.	
B	Upon calling the SEO to improve the existing website of an organisation, the SEO audit of the existing website considers which elements of the website for improvisation.	
C	What is a Web Service? Describe the 2 popular ways of accessing a web service and also compare them.	

Q3 (20 Marks)	Solve any Two Questions out of Three	10 marks each
A	What is AJAX? List the advantages of AJAX and also what are the security concerns with AJAX and how can they be handled?	
B	Discuss Web analytics 2.0. Explain Clickstream analysis in detail.	
C	What are the challenges for Semantic Web?	