

Roll No.

Total Pages : 03

CMCS/D-23

24035

WEB ENGINEERING

MS-20-11

(CBCS)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. 1 is compulsory. All questions carry equal marks.

1. (a) Differentiate HTTP and HTTPs.
- (b) Describe web cache poisoning.
- (c) List any *three* advantages of AJAX.
- (d) Describe the term resident time and bounce rate.
- (e) Name different type of loops in PHP with syntax.

5×3=15

Unit I

2. (a) Explain the properties of background. **10**
- (b) What is web optimization ? Why is it important ?

5

3. Explain the following terms with example : **15**
- (i) <figure> and <figcaption> Elements
 - (ii) border-radius property
 - (iii) Text overflow.

Unit II

4. (a) How to validate JavaScript code ? Explain with example. **10**
- (b) How to handle events in JavaScript ? **5**
5. (a) How to pass arrays to functions explain with an example program ? **7**
- (b) What is a cookie ? How to set and display a cookie in JavaScript ? List out the various attributes of cookies. **8**

Unit III

6. (a) Explain the different looping constructs in PHP. **10**
- (b) Can we modify session variables in PHP ? Explain. **5**
7. (a) Define function. Discuss pass by value and pass by references. How recursion is performed in PHP ? Write a program of factorial by using the concept of recursion. **10**
- (b) Discuss anonymous function with example. **5**

Unit IV

8. (a) Explain the following terms : **10**
- (i) PPC and CTR
 - (ii) Importance of Hyperlinks in SEO
- (b) Explain the open() method used for XMLHttpRequest object. **5**
9. (a) What are the types of send() method used for XMLHttpRequest ? Explain with example. **5**
- (b) What is SEO ? How is SEO useful in day-to-day life ? Explain the limitations of SEO. **10**