

Reg. No.

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B.E. / B.TECH. DEGREE EXAMINATIONS, MAY 2024

Fourth Semester

AD22401 – WEB DEVELOPMENT AND ANALYTICS*(Artificial Intelligence and Data Science)***(Regulation 2022)****TIME: 3 HOURS****MAX. MARKS: 100**

COURSE OUTCOMES	STATEMENT	RBT LEVEL
CO 1	To understand the concepts of Internet, Protocol layers and layered architecture to plan and develop web pages using HTML and CSS	2
CO 2	To understand Client-side scripting using JavaScript	3
CO 3	To learn Server side and Dynamic content generation	3
CO 4	To provide students with a deep, critical and systematic understanding of the most significant technologies for developing web applications.	4
CO 5	To have knowledge on data collection and analysis in Web Analytic	4

PART- A (20 x 2 = 40 Marks)

(Answer all Questions)

	CO	RBT LEVEL
1. Explain any two rich internet applications.	1	2
2. Predict the benefits of intranet.	1	2
3. When users enter URL address, into a web browser, assess how the specific document retrieved from a web server?	1	2
4. Classify the need for cascading style sheet.	1	2
5. Summarize benefits of using JavaScript code in an HTML document	2	2
6. Outline the use of DHTML?	2	2
7. Predict the need for client and server side scripting	2	3
8. Differentiate HTML and DHTML.	2	3

9.	Define Servlet and Summarize the advantages and disadvantages of servlets.	3	3
10.	What are session tracking techniques?	3	2
11.	What are HttpServletRequest and HttpServletResponse?	3	2
12.	Identify the actions involved in a doGet()method?	3	3
13.	Summarize the need for Three tier architecture.	4	3
14.	Show how HTTP connection is established in points.	4	3
15.	Identify the features of Internet Information Services.	4	3
16.	Identify the most important protocols that IIS supports?	4	3
17.	Elucidate web analytics.	5	3
18.	Quote the key components of an analytics model.	5	3
19.	Brief the usage of Mixpanel.	5	3
20.	What is the difference between open web analytics and Google Analytics?	5	4

PART- B (5 x 10 = 50 Marks)

		Marks	CO	RBT LEVEL
21. (a)	Illustrate the three ways of inserting a CSS to a document with example	(10)	1	2
(OR)				
(b)	Write and discuss an HTML script which creates a web page which should display some of the engg. Colleges in Tamil Nadu in a tabular form with name, address and URL of the web site of the college. A candidate should select the required department which is listed as items from a form.	(10)	1	2

Candidate's selection should be consolidated and displayed final result.

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|----------------|--|-------------|----------|----------|
| 22. (a) | (i) Develop a DHTML program to handle the user click event. | (5) | 2 | 3 |
| | (ii) Write a program for Validation-Banking application (like username, password, A/c No and mobile No). Use basic regular expression | (5) | 2 | 3 |
| (OR) | | | | |
| (b) | (i) Write a Java script program to find the Prime number between 1 and 100. | (5) | 2 | 3 |
| | (ii) Write a Java Script program to find factorial of a given number | (5) | 2 | 3 |
| 23. (a) | Demonstrate the Servlet architecture and explain its working principle. | (10) | 3 | 3 |
| (OR) | | | | |
| (b) | Write a program to establish the connection between Java program to database. | (10) | 3 | 3 |
| 24. (a) | Explain the three different types of Architecture with neat sketch | (10) | 4 | 4 |
| (OR) | | | | |
| (b) | Elucidate Client side scripting and server side scripting, also compare the main strategies of client and server side scripting. | (10) | 4 | 4 |
| 25. (a) | Illustrate the types of key performance indicator(KPI) in data Analytics. | (10) | 5 | 4 |
| (OR) | | | | |
| (b) | Identify a tool which is commonly used for web analytics? and provides data on website traffic and user behavior? Explain in detail. | (10) | 5 | 4 |

PART- C (1 x 10 = 10 Marks)

(Q.No.26 is compulsory)

Marks CO RBT

26. Create a form using HTML5 to provide the list of grocery using the list in the website. Create using forms, labels, text boxes, lists. Allow the user to enter his details to get the grocery delivered to his house.

(10) 1 5
