Q.P. Code : **5182**

(3 Hours) [Total Marks : 80

N.B. : (1) Question **No.1** is **compulsory**.
 (2) Solve **any three** questions from remaining questions.
 (3) Assume suitable data if necessary.
 (4) Figures to **right** indicate **Marks**.

1. a) What is search engine? Discuss in detail Algorithm-Based Ranking System. 10
 b) Explain in detail JSON mashups with neat diagram. 10

2. a) Discuss website Auditing to Identify SEO Problems. 10
 b) Explain SWOT analysis. List the factors to determine strengths & weaknesses in SWOT analysis. 10

3. a) What are XML sitemaps? Name some different types of sitemaps. Also explain main benefits of using XML sitemaps. 10
 b) Discuss SEO objectives in detail. 10

4. a) What is Responsive web design? Also explain media Query with example. 10
 b) Describe the significance & working of WSDL with an example. 10

5. a) Discuss structural Pseudo-classes in CSS3 with example. 10
 b) Explain in detail. DOM structure list levels of DOM. 10

6. a) Explain about the object that helps AJAX reload parts of a web page without reloading the whole page. 10
 b) Explain Geolocation and webworker with an example in HTML5 & CSS3. 10

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