

B. C. A. (Sem. V) (CBCS) (W.E.F. 2019) Examination

October - 2022

CS - 27 : Web Searching Technology & Search
Engine Optimization

Faculty Code : 003

Subject Code : 2035003

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- 1 (a) Do as directed : 4
- (1) SMM stands for _____.
 - (2) SEM stands for _____.
 - (3) Which operator is known as Wildcard Operator?
 - (4) Which operator is known as Domain Restricted Operator?
- (b) Answer any **one** in brief : 2
- (1) What is SEO? Why we need to do SEO?
 - (2) What is Google Onebox? Give examples of it.
- (c) Answer any **one** in brief : 3
- (1) Explain types of query with example.
 - (2) Explain On Page and Off Page SEO.
- (d) Answer any **one** in brief : 5
- (1) Explain layouts of Google SERP.
 - (2) Explain Relevance and Importance and how to increase them?
- 2 (a) Do as directed : 4
- (1) What is Lead Generation?
 - (2) SWOT stands for _____.
 - (3) ROI stands for _____.
 - (4) Why should we use alt in ?
- (b) Answer any **one** in brief : 2
- (1) Explain any two Server & Hosting Issues.
 - (2) Explain any one Technology Decision.
- (c) Answer any **one** in brief : 3
- (1) Explain SEO for Raw Traffic.
 - (2) Explain SEO for Ideological Influence.
- (d) Answer any **one** in brief : 5
- (1) Explain the process and players of site development.
 - (2) Explain SWOT analysis.

- 3 (a) Answer the following question : 4
- (1) CMS stands for _____.
 - (2) TLD stands for _____.
 - (3) FQDN stands for _____.
 - (4) What is Keyword Stuffing?
- (b) Answer any **one** in brief : 2
- (1) When should we use TLD other than .com?
 - (2) Explain Cloaking.
- (c) Answer any **one** in brief : 3
- (1) How search engine identify duplicate content?
 - (2) Explain how to optimize domain name/URLs.
- (d) Answer any **one** in brief : 5
- (1) Explain Robots.txt with example.
 - (2) Explain Redirects.
- (a) Do as directed : 4
- (1) What is Keyword Research?
 - (2) In page URL, &as_qdr=y5 means _____.
 - (3) Write name of four keyword research tools/sites.
 - (4) CPC stands for _____.
- (b) Answer any **one** in brief : 2
- (1) Explain Google trends.
 - (2) Write image optimization tips.
- (c) Answer any **one** in brief : 3
- (1) Draw and explain long tail of the keyword demand curve.
 - (2) Explain Local Search Optimization.
- (d) Answer any **one** in brief : 5
- (1) How to decide when you should use CMS for site development?
 - (2) Write down Video optimization tips.
- (a) Do as directed : 4
- (1) UGC stands for _____.
 - (2) RSS stands for _____.
 - (3) C2C stands for _____.
 - (4) B2B stands for _____.
- (b) Answer any **one** in brief : 2
- (1) List Action Tracking for B2C site.
 - (2) Explain the importance of voice recognition search.
- (c) Answer any **one** in brief : 3
- (1) Explain XML sitemap with syntax.
 - (2) Explain action tracking for the sites based on UGC.
- (d) Answer any **one** in brief : 5
- (1) Explain how to determine project ROI.
 - (2) Explain Google's Dominance.