B. C. A. (Sem. V) (CBCS) (W.E.F.-2016) Examination

August - 2021

CS-27 : Web Searching Technology & Search Engine Optimization

Faculty Code : 003

Subject Code : 0003509

Time : $2\frac{1}{2}$ Hours]　　　　　　　　　　　　　　[Total Marks : 70

Instruction :　Attempt any five questions.

1　(A)　(1)　Give full form of SERP.　　　　　　　　　　1
　　　　　(2)　Give full form of QDF.　　　　　　　　　　1
　　　　　(3)　When user view the Google search Result　　1
　　　　　　　his eye _____ track create.
　　　　　(4)　Which search engine is mainly used in China ? 1
　　(B)　What is Information Queries ?　　　　　　　　　2
　　(C)　Explain Flat Vs. Deep Architecture ?　　　　　　3
　　(D)　Explain the Layout of search result page.　　　　5

2　(A)　(1)　Alogrithms of search engines who generates　1
　　　　　　　SERPs are called _____
　　　　　(2)　Give full form of CTR.　　　　　　　　　　1
　　　　　(3)　What is the use of "site". Operator in Google. 1
　　　　　(4)　Give full form of PPC.　　　　　　　　　　1
　　(B)　What is organic Search ?　　　　　　　　　　　2
　　(C)　Explain any three Google Advanced Search　　　3
　　　　　Operators in detail.
　　(D)　How do you determine intent of searcher ?　　　5
　　　　　What are the different types of Queries ?

3 (A) (1) Give full form of TDL. 1
       (2) Give full form of ROI. 1
       (3) Give full form of PPC. 1
       (4) Give full form of QDD. 1
   (B) What is reputation Management ? 2
   (C) What are the major elements for SEO planning ? 3
   (D) Explain different Element of SEO audit in detail. 5

4 (A) (1) Give full form of SWOT. 1
       (2) What is Log file tracking ? 1
       (3) _____ attribute is used when the pages 1
           you want to block the bots from accessing.
       (4) What is Doorway page ? 1
   (B) Explain SEO with RAW Traffic. 2
   (C) Explain SWOT analysis in detail. 3
   (D) Explain Accessing of Historical progress. 5

5 (A) (1) Give full form of CDN. 1
       (2) Give full form of CMS. 1
       (3) What is Mircrosites ? 1
       (4) How many characters does Google support 1
           in meta description tag ?
   (B) What is A/B split Testing ? 2
   (C) Explain optimization of Domain Names/URLs 3
   (D) List out the places that can be used for 5
       keyword targeting.

6 (A) (1) Give full form of SIFR. 1
       (2) Site map are made of which type of tag ? 1
       (3) XML Sitemap file are usually available in 1
           _____.
       (4) What is sub-domain ? 1
   (B) What is clocking ? 2
   (C) What is Duplicate Content ? List out various 3
       issues.
   (D) Explain robot.txt in detail with example. 5

7   (A)   (1) What is Sticky Post ?   1

          (2) Give full form of ROI.   1

          (3) What is Keyword Research ?   1

          (4) Give full form of XML.   1

     (B) What is keyword Density Analysis ?   2

     (C) Explain optimizing for Local Search.   3

     (D) Explain New Blog and Feed Search in detail.   5

8   (A)   (1) What is Local Guide ?   1

          (2) Which file are used for controlling what the   1
spiders are permitted to access on your site ?

          (3) What is Short tail Keyword ?   1

          (4) For news search _____ is the most   1
important factor.

     (B) Explain Long tail keyword.   2

     (C) Explain Local Search in detail.   3

     (D) List all keyword research tools and explain   5
any two.

9   (A)   (1) What is Branded Traffic ?   1

          (2) What is Block Chain ?   1

          (3) What is Reputation Monitoring ?   1

          (4) What is Digital Business ?   1

     (B) What is Tracking cycle ?   2

     (C) Explain VR in detail.   3

     (D) How search engine expert would survive   5
increased market saturation and Competition ?

10   (A)   (1) Give full form of LUI.   1

          (2) Give full form of AR   1

          (3) Which tool is provided by Google for   1
website analysis ?

          (4) Give full form of VRML.   1

     (B) List out Block chain features.   2

     (C) Explain measuring success is essential to the   3
SEO process.

     (D) Discuss opportunities for augmented reality.   5