



SAF-003-2035003

Seat No. 050798

B. C. A. (Sem. V) (CBCS) (W.E.F. 2019) Examination  
November - 2021

CS - 27 : Web Searching Technology & Search  
Engine Optimization

Faculty Code : 003

Subject Code : 2035003

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

[Total Marks : 70

Instruction : Attempt any 5 out of 10 questions.

- 1 (A) Do as directed : 4
- (1) QDD stands for \_\_\_\_\_.
  - (2) QDF stands for \_\_\_\_\_.
  - (3) Which query is known as "GO" query ?
  - (4) Which query is known as "KNOW" query ?
- (B) Answer in brief : 2  
Explain Secondary Search Engines.
- (C) Answer in brief : 3  
Explain Proximity Search & Boolean Search with example.
- (D) Answer in detail : 5  
Which type of content can be seen by Search Engine on a web page ?
- 2 (A) Do as directed : 4
- (1) SEO stands for \_\_\_\_\_.
  - (2) CTR stands for \_\_\_\_\_.
  - (3) SERP stands for \_\_\_\_\_.
  - (4) PPC stands for \_\_\_\_\_.
- (B) Answer in brief : 2  
Explain Primary Search Engines.
- (C) Answer in brief : 3  
Explain On Page & Off Page Optimization.
- (D) Answer in detail : 5  
Explain three main types of queries with example.

- 3 (A) Do as directed : 4
- (1) List five search engines.
  - (2) SWOT stands for \_\_\_\_\_.
  - (3) Which advanced operator is used for getting related/similar URL Search ?
  - (4) OCR stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Why to avoid Session IDs/ User IDs in URL ?
- (C) Answer in brief : 3
- Explain SEO for E-commerce sales.
- (D) Answer in detail : 5
- Explain SEO goals that can fulfill by SEO practitioner.
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- 4 (A) Do as directed : 4
- (1) What is Lead Generation ?
  - (2) What is Direct Marketing ?
  - (3) What is the use of Breadcrumb Navigation ?
  - (4) CMS stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Explain any two Server & Hosting Issues.
- (C) Answer in brief : 3
- Explain SEO for Raw Traffic.
- (D) Answer in detail : 5
- Explain the factors for Understanding your audience & finding your position.
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- 5 (A) Do as directed : 4
- (1) FQD stands for \_\_\_\_\_.
  - (2) TLD stands for \_\_\_\_\_.
  - (3) ROI stands for \_\_\_\_\_.
  - (4) PLD stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Explain some common reasons that pages may not be reachable.
- (C) Answer in brief : 3
- What is Keyword Cannibalization & how to solve it ?
- (D) Answer in detail : 5
- Explain how to target keywords in Image filename & alt attributes.

- 6 (A) Do as directed : 4
- (1) What is Taxonomy ?
  - (2) List vertical searches of Google.
  - (3) Why to avoid pagination ?
  - (4) Which Search Engine announced Blended search first ?
- (B) Answer in brief : 2  
How to avoid duplicate content on your own site ?
- (C) Answer in brief : 3  
How search engine does identify duplicate content ?
- (D) Answer in detail : 5  
Explain XML sitemap with its syntax.
- 7 (A) Do as directed : 4
- (1) What is Keyword Research ?
  - (2) List 5 "One Box" search queries.
  - (3) Write down the name of Keyword research tools/ site.
  - (4) What is Pagerank ?
- (B) Answer in brief : 2  
Explain Google Trends.
- (C) Answer in brief : 3  
Draw & Explain Long Tail of the keyword demand curve.
- (D) Answer in detail : 5  
Explain Traditional Approaches of Keyword Research.
- 8 (A) Do as directed : 4
- (1) What is Keyword Stuffing ?
  - (2) What is Trackback ?
  - (3) Write the name of temporary redirect.
  - (4) What is Pingback ?
- (B) Answer in brief : 2  
Explain Seasonality in keyword demand.
- (C) Answer in brief : 3  
Write down Video Optimization tips.
- (D) Answer in detail : 5  
Explain : Typing SEO to conversion & ROI.

- 9 (A) Do as directed : 4
- (1) What is Click Tracking ?
  - (2) SWF stands for \_\_\_\_\_.
  - (3) KPI stands for \_\_\_\_\_.
  - (4) UGC stands for \_\_\_\_\_.
- (B) Answer in brief : 2  
Write down the Importance of Voice Recognition Search.
- (C) Answer in brief : 3  
Differentiate : Paid & Natural Search.
- (D) Answer in detail : 5  
Explain Action tracking for the sites based on UGC.
- 10 (A) Do as directed : 4
- (1) What is Action Tracking ?
  - (2) "Page cannot be found" indicates \_\_\_\_\_ error code.
  - (3) AJAX stands for \_\_\_\_\_.
  - (4) \_\_\_\_\_ is a free service from Google, to perform web search based on text to speech voice query.
- (B) Answer in brief : 2  
List the metrics in Business Case for SEO.
- (C) Answer in brief : 3  
Explain Action Tracking for Blogs.
- (D) Answer in detail : 5  
Explain how to determine Project ROI.