B. C. A. (Sem. V) (CBCS) Examination

Seat No. _____

October / November - 2018

CS - 27 : Web Searching Technology &
Search Engine Optimization

Faculty Code : 003
Subject Code : 0003509

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

[Total Marks : 70

1 (a) Attempt the following objective questions : 4

    (1) SERP sands for

    (2) QDF stands for

    (3) Initially Crawler are based on _____.

    (4) When user view the Google search result his eye track create _____.

  (b) Answer in brief : (any one) 2

    (1) What is Click Tracking ?

    (2) Explain crawling in detail.

  (c) Answer in detail : (any one) 3

    (1) Explain different types of queries in detail.

    (2) Explain any three Advanced Search Operators in detail.

  (d) Write note on following : (any one) 5

    (1) Explain Vertical Search in Detail.

    (2) Explain Components of Search Engine Result Pages.

2 (a) Attempt the following objective questions :   4

     (1) PPC stands for

     (2) ROI stands for

     (3) What is Log file tracking ?

     (4) What is Page Load Time ?

   (b) Answer in brief : (any **one**)   2

     (1) What are the strategic goals SEO ?

     (2) What is Temporary Redirects ?

   (c) Answer in detail : (any **one**)   3

     (1) Explain Business factors that affects the SEO plan.

     (2) Explain SWOT analysis in detail.

   (d) Write note on following : (any **one**)   5

     (1) Explain Structural Decisions in Detail.

     (2) Explain different elements of SEO audit in detail.

3 (a) Attempt the following objective questions :   4

     (1) SIFR stands for

     (2) XML sitemap will be uploaded in _____.

     (3) What is Microsites ?

     (4) What is frames ?

   (b) Answer in brief : (any **one**)   2

     (1) What are good and bad redirects ?

     (2) When use subdomain and subfolder ?

(c) Answer in detail : (any **one**)   3

    (1) Explain Robots.txt file with suitable example.

    (2) Difference between flat architecture v/s deep architecture.

(d) Write note on following : (any **one**)   5

    (1) What is Sitemap ? Explain different types of sitemap files in detail.

    (2) List out the places that can be used for keyword targeting.

4   (a) Attempt the following objective questions :   4

    (1) What is Keyword Research ?

    (2) What is Short Tail Keyword ?

    (3) What is Sticky Post ?

    (4) What is Local Guide ?

(b) Answer in brief : (any **one**)   2

    (1) Explain different types of testing technique.

    (2) Explain Blog Optimization in detail.

(c) Answer in detail : (any **one**)   3

    (1) Explain Long Tail Keyword Demand in detail.

    (2) Explain Video Search Optimization in detail.

(d) Write note on following : (any **one**)   5

    (1) Explain any two keyword research tool in detail.

    (2) Explain news, blog and feed search optimization process in detail.

5 (a) Attempt the following objective questions : 4

   (1) What is blogosphere ?

   (2) What is reputation monitoring ?

   (3) What is User Interaction ?

   (4) What is Voice-Recognition Search ?

(b) Answer in brief : (any **one**) 2

   (1) Explain Tracking Cycle in detail.

   (2) What is Crawl Efficiency ?

(c) Answer in detail : (any **one**) 3

   (1) Explain project ROI in detail.

   (2) Explain mobile search in detail.

(d) Write note on following : (any **one**) 5

   (1) What is action tracking ? Explain action tracking activities in detail.

   (2) How search engine expert would survive increased market saturation and competition.

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