

HCN-003-003509 Seat No. _____

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

October - 2017

CS-27 : Web Searching Technology &
Search Engine Optimization

(New Course)

Faculty Code : 003

Subject Code : 003509

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

[Total Marks : 70

1 Answer the following questions : 20

- 1) What is SEO ?
- 2) What is Informational Queries ?
- 3) What is On Page Optimization ?
- 4) What is Search Query Box ?
- 5) What is Spider ?
- 6) What is Keyword research ?
- 7) What is Sitemaps ?
- 8) What is Duplicate Content ? (CMS)
- 9) What is Vertical Search ? (SERP)
- 10) What is Action Tracking ?
- 11) Which search engine maximum is used in India ? Google
- 12) XML Sitemap will be generally uploaded in
- 13) Universal search is also known as

14) When user view the Google search result his eye track create

15) Give any two names of search engine

16) PPC stands for

17) ROI stands for

18) KEI stands for

19) SERP stands for

20) QDF stands for

2 (a) Attempt the following questions : (any **three**)

6

3

1) Define term Crawling, Indexing.

2) Difference between 301 and 302 redirects

3) What is Meta Search ?

4) What is Keyword Cannibalization ?

5) What is Link neighbourhood ?

6) What is Click Tracking ?

(b) Attempt the following questions : (any **three**)

9

1) Explain Different types of Queries.

2) Explain Business Factor that affects SEO Plan.

3) What is SWOT Analysis ? How it is helpful in SEO ?

4) Write short note on Link Analysis.

5) Explain Image optimization for SEO.

6) Explain flat v/s deep site architecture.

(c) Attempt the following questions : (any two) 10

- ✓ 1) Explain various components of search engine result pages.
- ✓ 2) Explain Advance Google Search Operators in detail.
- 3) Explain the Major Elements of SEO Planning.
- ✓ 4) Explain Keyword research tool. Explain any three in detail.
- ✓ 5) How to make your site accessible to search engine ?

3 (a) Attempt the following questions : (any three) 6

- ✓ 1) What is KEI ? Explain it.
- 2) Write short note on analyzing ranking factor.
- ✓ 3) How to optimize domain name/URL ?
- 4) What is E-Commerce Sales ?
- ✓ 5) Explain how to do optimization for domain names.
- 6) What is cloaking ? When to use it and how ?

(b) Attempt the following questions : (any three) 9

- ✓ 1) Write short note on robots.txt file
- ✓ 2) What is A/B test ? What is its use ?
- ✓ 3) Explain Paid v/s Natural search.
- ✓ 4) Describe server Statistics software.
- ✓ 5) How you audit website to identify SEO Problems ?
- ✓ 6) Discuss on Leveraging the Long Tail of Keyword Demand.

(c) Attempt the following questions : (any two)

10

- 1) What is CMS ? List out the issues to consider while using CMS.
- 2) Describe importance of new trends search.
- 3) Discuss Optimization process for News, Blog and Feed search.
- 4) Write short note on Tying SEO to conversion and ROI.
- 5) Give importance of local, mobile and voice recognition search.