

B.C.A Semester - 3 (CBCS) Examination

Oct/Nov. -2019 [NEW COURSE]

Network Technology & Administration with SEO(Core)

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Question : 1 (A) Answer the following questions. (all three) **03**

- (1) Full form of OSI is_____.
- (2) FDDI stands for_____.
- (3) CSMA/CD stands for_____.

Question : 1 (B) Answer the following question. (any two) **06**

- (1) Explain Network access methods.
- (2) Explain communication methods.
- (3) Short note on Infrared.
- (4) Short note on multicasting.

Question : 1 (C) Answer the following question. (any one) **05**

- (1) Explain OSI models.
- (2) Explain TCP/IP models.

Question : 2 (A) Answer the following questions. (all three) **03**

- (1) DHCP stands for_____.
- (2) Full form of ARP is_____.
- (3) IMAP stands for_____.

Question : 2 (B) Answer the following question. (any two) **06**

- (1) Difference between POP3 and IMAP.
- (2) Explain any three protocols.
- (3) Short note on DHCP.
- (4) Explain basic structure of ipv6.

Question : 2 (C) Answer the following question. (any one) **05**

- (1) Explain ipv4 class structure.
- (2) Explain packets.

Question : 3 (A) Answer the following questions. (all three) **03**

- (1) ISDN stands for_____.
- (2) Note down the Name of VPN Protocols.
- (3) CIA stands for_____.

Question : 3 (B) Answer the following question. (any two) **06**

- (1) Short note on Dial-up technology.
- (2) Explain how internet connect with computer.
- (3) Explain Basic of internet.
- (4) Explain security principle of CIA models

Question : 3 (C) Answer the following question. (any one) **05**

- (1) Explain VPN.
- (2) Short note on ISDN.

Question : 4 (A) Answer the following questions. (all three) **03**

- (1) SWOT stands for_____.
- (2) Which search engine has highest market share in china?
- (3) PPC stands for_____.

Question : 4 (B) Answer the following question. (any two) **06**

- (1) Explain the major elements of planning.
- (2) Explain sites information architecture.
- (3) How people search?
- (4) Explain Eye tracking and click tracking.

Question : 4 (C) Answer the following question. (any one) **05**

- (1) What are the different type of Queries?
- (2) Explain advanced search techniques.

Question : 5 (A) Answer the following questions. (all three) **03**

- (1) Full form of KEI_____.
- (2) ROI stands for_____.
- (3) Site map is_____ type of file.

Question : 5 (B) Answer the following question. (any two) **06**

- (1) Difference between flat architecture and deep architecture.
- (2) Explain Root domain, sub domain and microsites.
- (3) Explain long tail and short tail with example.
- (4) Describe xml sitemaps.

Question : 5 (C) Answer the following question. (any one) **05**

- (1) Create an optimal architecture.
- (2) Explain the increasing importance of local, mobile and voice recognition search.
