

B.Sc.(IT) 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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- Q.1(A) Answer the following : (03)
- (1) What is network?
 - (2) Full form of TCP/IP.
 - (3) Full form of CDDI.
- Q.1(B) Answer the following :(any two out of four) (06)
- (1) Explain the term Token passing.
 - (2) Explain steps of Crimping Twisted pair cable.
 - (3) Explain unguided media in detail.
 - (4) Explain File and Print sharing in LAN.
- Q.1(C) Answer the following : (Any One Out Of Two) (05)
- (1) Explain Wireless network devices in detail.
 - (2) Explain OSI Reference Model with 7 layers in detail.
- Q.2(A) Answer the following : (03)
- (1) How many octants are there in IPV4?
 - (2) Full form of IP.
 - (3) Full form of DHCP.
- Q.2(B) Answer the following : (Any Two Out of Four) (06)
- (1) Explain any three network protocols in detail.
 - (2) Explain the term DHCP.
 - (3) Explain static and dynamic routing in detail.
 - (4) Explain the term sub netting and super netting.
- Q.2(C) Answer the following : (Any Two Out of Two) (05)
- (1) Explain the IPV4 & IPV6 in detail.
 - (2) Explain TCP and UDP protocol in detail.
- Q.3(A) Answer the following : (03)
- (1) Full form of CCTV.
 - (2) Full form of PPTP.
 - (3) Full form of L2TP.

- Q.3(B) Answer the following : (Any Two Out of Four) (06)
- (1) Explain the term Encryption.
 - (2) Explain CIA model in detail.
 - (3) Explain the term Proxy servers.
 - (4) Explain the term GPS.
- Q.3(C) Answer the following : (Any Two Out of Two) (05)
- (1) Explain types and use of VPN in detail.
 - (2) Explain ISDN, Dial UP and lease line technology related to internet in detail.
- Q.4(A) Answer the following : (03)
- (1) SERP stands for _____.
 - (2) 302 redirect is _____ (Permanent / Temporary) redirect.
 - (3) _____ Google search operator is used to perform title keyword restricted search.
- Q.4(B) Answer the following : (Any Two Out of Four) (06)
- (1) What is crawling? Explain in detail.
 - (2) Explain SWOT in brief.
 - (3) Which structural decisions should be taken while defining site's information architecture?
 - (4) Explain user's click behavior over SERP.
- Q.4(C) Answer the following : (Any Two Out of Two) (05)
- (1) Explain types of queries with example.
 - (2) Explain Google Advanced Search operators in detail.
- Q.5(A) Answer the following : (03)
- (1) _____ optimization relates to how the presentation and architecture of the text, image, and multimedia content on a page can be optimized for search engines.
 - (2) Robots.txt file is used to auto discover XML Sitemaps. (True/False)
 - (3) Content in title tags after 65 characters is probably given less weight by the search engines.
- Q.5(B) Answer the following : (Any Two Out of Four) (06)
- (1) How can we make site accessible to search engine?
 - (2) What is Vertical search?
 - (3) What is duplicate content issue?
 - (4) What is use of XML sitemap in context to SEO?
- Q.5(C) Answer the following : (Any Two Out of Two) (05)
- (1) Write a note on Google Ad word Keyword planner and Google Trending as tool for keyword research.
 - (2) When should we use root domains, sub domains and micro sites? Explain in detail.
