

B.C.A Semester - 5 (CBCS) Examination**Oct/Nov.– 2019****CS-27 WEB SEARCHING TECHNOLOGY AND SEARCH ENGINE OPTIMIZATION (CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1(A) Answer the following questions. (04)

- (1) Use of ~ Operator is _____.
- (2) To search for 1 km equals meter is a type of _____ query.
- (3) Full form of PPC.
- (4) 2008 Google introduced new concepts known as _____.

Que-1(B) Answer the following questions. (Any One) (02)

- (1) Explain Paid v/s Natural Search.
- (2) What are the basic elements of SERP?

Que-1(C) Answer the following questions. (Any One) (03)

- (1) What is mean by SEO? Why SEO is required?
- (2) What are the different types of queries?

Que-1(D) Answer the following questions. (Any One) (05)

- (1) Explain Basic Operators and Advanced Search Operator for Google.
- (2) Explain in details: Crawling, Indexing and Ranking.

Que-2(A) Answer the following questions. (04)

- (1) Full form of SWOT.
- (2) As per Google maximum number of internal link should be ____.
- (3) How we can perform search engine health check for any website?
- (4) Full form of ROI.

Que-2(B) Answer the following questions. (Any One) (02)

- (1) What are the major elements of SEO Planning?
- (2) How to increase raw traffic by SEO?

Que-2(C) Answer the following questions. (Any One) (03)

- (1) Who are the players of site development?
- (2) What is mean by lead generation and direct marketing?

Que-2(D) Answer the following questions. (Any One) (05)

- (1) Write note on website SWOT analysis.
- (2) How you audit website to identify SEO Problems?

Que-3(A) Answer the following questions. (04)

- (1) Xml sitemap file will be generally uploaded in _____.
- (2) Google supports _____ characters in Meta Description Tags.
- (3) 302 is used for _____ redirects.
- (4) In a website –Pagination should be avoided. (True or False)

- Que-3(B) Answer the following questions. (Any One) (02)**
(1) Difference between flat and Deep Architecture.
(2) Explain Root Domains, sub domains and Microsites.
- Que-3(C) Answer the following questions. (Any One) (03)**
(1) Explain Site elements that are problematic for spiders.
(2) Explain XML sitemaps.
- Que-3(D) Answer the following questions. (Any One) (05)**
(1) Explain Optimization of Domain names/URLs.
(2) Describe Keyword Targeting.
- Que-4(A) Answer the following questions. (04)**
(1) Full form of ROI.
(2) Full form of UGC.
(3) Vertical search includes images, videos, pictures etc. (True or False)
(4) Universal search is also known as _____.
- Que-4(B) Answer the following questions. (Any One) (02)**
(1) Difference between Long tail and Short tail keywords.
(2) Explain Local Business Profile.
- Que-4(C) Answer the following questions. (Any One) (03)**
(1) Explain Keyword Research Tools.
(2) Describe Trend, Seasonality, and Seasonal Fluctuations in keyword demand.
- Que-4(D) Answer the following questions. (Any One) (05)**
(1) Describe Mobile, Video/Multimedia Search for futuristic need.
(2) Explain the theory behind keyword research with search demand curve.
- Que-5(A) Answer the following questions. (04)**
(1) Google launched in _____.
(2) Google has started finding links form JavaScript from _____.
(3) Initially crawlers are based only on _____ analysis.
(4) Full form of WMT is _____.
- Que-5(B) Answer the following questions. (Any One) (02)**
(1) Explain link analysis.
(2) How to determine project ROI?
- Que-5(C) Answer the following questions. (Any One) (03)**
(1) Explain Enhancement of Crawling Process.
(2) What is mean by Blogosphere? How can track it?
- Que-5(D) Answer the following questions. (Any One) (05)**
(1) Explain Link-Building, Link Tracking, and Link-Based Metrics.
(2) Explain Analyzing Ranking Factors for the SEO.
