

B.C.A Semester - 3 (CBCS) Examination**December.-2020 [NEW COURSE]****Network Technology & Administration with SEO (Core)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figure to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
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- Q.1(A) Answer followings: (03)
1. Full form CSMA/CD.
 2. Full form of CSMA/CA.
 3. Full form of FDDI.
- Q.1(B) Answer the following: (Any Two out of Four) (06)
1. Explain the term Multiplexing & De Multiplexing.
 2. Explain Communication methods.
 3. Explain the term Encryption & Compression.
 4. Explain the TCP/IP network model with 4 Layers.
- Q.1(C) Answer the following: (Any One Out Of Two) (05)
1. Explain OSI Reference Model with 7 layers in detail.
 2. Explain types of transmission media.
- Q.2(A) Answer followings: (03)
1. What is Packets?
 2. Full form of TCP.
 3. Full form of UDP.
- Q.2(B) Answer the following: (Any Two out of Four) (06)
1. Explain the meaning of Routing with types of it.
 2. Write down the steps to configure IP address into the PC.
 3. Explain the term Static IP and Dynamic IP.
 4. Explain the term DHCP.
- Q.2(C) Answer the following: (Any One Out Of Two) (05)
1. Explain Connection oriented and Connection less protocols.
 2. Explain types of IP address in detail.
- Q.3(A) Answer followings: (03)
1. Full form of VPN.
 2. Full form of GPS.
 3. Full form of GPRS.
- Q.3(B) Answer the following: (Any Two out of Four) (06)
1. Explain the term Firewall.
 2. Explain CIA model in detail.
 3. Explain the term Proxy Server.
 4. Explain the term CCTV tech.
- Q.3(C) Answer the following: (Any One Out Of Two) (05)
1. Explain VPN protocols in detail.
 2. Explain Security methods in detail.
- Q.4(A) Answer followings: (03)
1. _____ Google search operator is used to perform file restricted search.
 2. Full form of SWOT.
 3. _____ Google search operator is used to perform domain restricted search.

- Q.4(B) Answer the following: (Any Two out of Four) (06)
1. How user eyes scan SERP?
 2. Explain types of queries.
 3. Which technological decisions should be taken while defining site's information architecture?
 4. How can we identify site development process and players?
- Q.4(C) Answer the following: (Any One Out Of Two) (05)
1. Discuss Crawling, indexing and Ranking in detail.
 2. Describe elements of SERP in detail.
- Q.5(A) Answer followings: (03)
1. On occasion, it can be valuable to show search engines one version of content and show humans a different version. This is technically called ____.
 2. Robots.txt prevent crawlers from accessing nonpublic parts of your website. (True/False)
 3. Google Trends is paid tool for keyword research from Google. (True/False)
- Q.5(B) Answer the following: (Any Two out of Four) (06)
1. Write an example of XML sitemap file.
 2. What are micro sites?
 3. What is long tail of keyword demand curve?
 4. How can we optimize content? Explain in brief.
- Q.5 (C) Answer the following: (Any One Out Of Two) (05)
1. Explain flat v/s deep site architecture.
 2. Explain duplicate content issue in detail.
