

B.Sc.(IT) 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 the following questions. (all three) (03)
1. TCP/IP stands for _____.
 2. UDP stands for _____.
 3. Full form of CSMA/CA is _____.
- Q.1(B) Answer the following question. (any two) (06)
1. Short note on communication method.
 2. Explain Encryption.
 3. What is network? Explain use of network.
 4. Explain guided media in Radio.
- Q.1(C) Answer the following question. (any one) (05)
1. Explain OSI models.
 2. Explain wireless network devices.
- Q.2(A) Answer the following questions. (all three) (03)
1. List out protocol names.
 2. Note down types of routing.
 3. Full form of CIDR is _____.
- Q.2(B) Answer the following question. (any two) (06)
1. Explain basic structure of ipv6.
 2. Explain any three protocols.
 3. Explain how to configure ip address on your pc.
 4. Explain types of routing.
- Q.2(C) Answer the following question. (any one) (05)
1. Short note on ipv4.
 2. Explain DHCP server.
- Q.3(A) Answer the following questions. (all three) (03)
1. CIA stands for _____.
 2. Full form of CCTV is _____.
 3. GPS stands for _____.
- Q.3(B) Answer the following question. (any two) (06)
1. Explain CIA Models.
 2. Short note on Dial up connection.
 3. Short basic of internet.
 4. Explain VPN protocols
- Q.3(C) Answer the following question. (any one) (05)
1. Explain proxy server and firewall.
 2. Explain ISDN.
- Q.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 _____.
- Q.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.

- Q.4(C) Answer the following question. (any one) (05)
1. What are the difference type of Queries?
 2. Explain advanced search techniques.
- Q.5(A) Answer the following questions. (all three) (03)
1. Define: duplicate content issue.
 2. Define: domain.
 3. Site map is _____type of file.
- Q.5(B) Answer the following question. (any two) (06)
1. Difference between flat architecture and deep architecture.
 2. Describe: Root domain, sub domain and micro- sites.
 3. Describe: long tail and sort tail with example.
 4. Describe: xml sitemaps.
- Q.5 (C) Answer the following question. (any one) (05)
1. Explain the increasing importance of local, mobile and voice recognition search.
 2. Creating an optimal architecture.
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