

B.Sc.(IT) Semester - 5 (CBCS) Examination**December -2020 (NEW COURSE)****Search Engine Techniques & Digital Technology Trends (Core)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figures 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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- Que-1 (A) Answer following Questions [03]**
1. What is Search Engine?
 2. _____ is popular search engine in Russia.
 3. List out any three Negative Ranking Factor.
- Que-1 (B) Answer Any Two [06]**
1. Explain Search Engine Components.
 2. Explain Types of Queries.
 3. Explain Search Engine Architecture.
 4. Explain Country specific Search engine.
- Que-1 (C) Answer Any One [05]**
1. Write short note on Ranking Factor.
 2. How Search Engine Works?
- Que-2 (A) Answer following Questions [03]**
1. Define Search Engine Optimization.
 2. A _____ is a more focussed subgroup of the broader market's target audience.
 3. When one wants to sway public opinion about a particular topic, can be used SEO for _____.
- Que-2 (B) Answer Any Two [06]**
1. Explain key elements of Ethical SEO.
 2. Discuss SEO for Reputation Management.
 3. Explain how to determine top competitors?
 4. Explain Benchmarking Indexing Status.
- Que-2 (C) Answer Any One [05]**
1. Explain Types of SEO and Differentiate it.
 2. Write short note on Auditing an existing site and identifying SEO problems.
- Que-3 (A) Answer following Questions [03]**
1. Define Web Browser.
 2. List out three tasks of Query Processing.
 3. State types of web site.
- Que-3 (B) Answer Any Two [06]**
1. Explain methods of website monetization.
 2. Explain how to optimize domain name.
 3. Explain Search Engine Processing.
 4. Explain Best practice for Multilanguage website.
- Que-3 (C) Answer Any One [05]**
1. Write short note on characteristics of user friendly website.
 2. Explain how to optimize flash content for SEO.
- Que-4 (A) Answer following Questions [03]**
1. Define Keyword Research.
 2. _____ tool allow you to compare two or more search terms.
 3. Full form of UGC is _____.

- Que-4 (B) Answer Any Two [06]**
1. How to determine keyword value?
 2. What is short & Long tail Keyword? Differentiate both.
 3. Explain Seasonal Fluctuation in keyword demand.
 4. Explain any two keyword research tool.
- Que-4 (C) Answer Any One [05]**
1. Explain how to optimize for product and Image Search?
 2. Write short note on Traditional approaches : Domain Expertise
- Que-5 (A) Answer following Questions [03]**
1. _____ is the basic component of Blockchain.
 2. _____ is the first digital currency which is used in blockchain.
 3. e-Commerce is subset of _____.
- Que-5 (B) Answer Any Two [06]**
1. How Block chain works?
 2. Explain difference between Virtual Reality and Augmented Reality.
 3. State difference between e-Commerce & e-Business.
 4. Discuss Digital Business Opportunity.
- Que-5 (C) Answer Any One [05]**
1. What is Blockchain? Explain its features.
 2. Explain Risk barriers to Digital Business.
