

B.C.A Semester - 5 (CBCS) Examination**December - 2020 (Old Course)****CS-27 WEB SEARCHING TECHNOLOGY AND SEARCH ENGINE OPTIMIZATION(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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- Q.1(A) Answer the following questions: (04)
1. _____ search engine maximum used in Russia.
 2. When user scan the SERP, their eye movement creates _____ shaped pattern.
 3. Online bill payment is type of _____ query.
 4. SERP stands for _____.
- Q.1(B) Answer any one question: (02)
1. How to used operators: "site:", "cach:"
 2. Define term Crawling and Indexing.
- Q.1(C) Answer any one question: (03)
1. Explain basic elements of SERP.
 2. Explain Document analysis.
- Q.1(D) Answer any one question: (05)
1. Write a short on Analyzing Ranking factors?
 2. Explain Paid V/s Natural Search.
- Q.2(A) Answer the following questions: (04)
1. The Full Form of ROI_____.
 2. _____ is the Temporary page redirect.
 3. In SWOT _____ is helpful and internal factor.
 4. Usually maximum length of your title should not exceed _____ characters.
- Q.2(B) Answer any one question: (02)
1. What is Bread Crumbing Navigation?
 2. What is Keyword Cannibalization?
- Q.2(C) Answer any one question: (03)
1. Explain SWOT Analysis.
 2. Explain 301 and 302 page redirects.
- Q.2(D) Answer any one question: (05)
1. What are the Business factors that affect SEO plan?
 2. Write a short note on Auditing a website for SEO planning.
- Q.3(A) Answer the following questions: (04)
1. _____ tag is used for purpose of identifying and dealing with duplicate content.
 2. _____ file is used for controlling what the spider are permitted to access on your site.
 3. Full form of CMS is _____.
 4. XML sitemap file will be generally uploaded in _____.
- Q.3(B) Answer any one question: (02)
1. Explain XML SiteMap.
 2. Explain use of Meta description tag.

- Q.3(C) Answer any one question: (03)
1. State the difference between Flat and Deep site Architecture.
 2. What is Cloacking? How it work?
- Q.3(D) Answer any one question: (05)
1. How to optimize for Domain Name/URL?
 2. Write a short note on CMS.
- Q.4(A) Answer the following questions: (04)
1. The Full Form of KEI _____.
 2. We can have comparative study graph for two keywords through _____.
 3. PLD stand for _____.
 4. Regular Google crawler and mobile crawler are different. (True/False)
- Q.4(B) Answer any one question: (02)
1. Explain Mobile Search Optimization.
 2. What is Google Trends?
- Q.4(C) Answer any one question: (03)
1. Explain Product Specific Optimization.
 2. What is traditional approach for keyword research?
- Q.4(D) Answer any one question: (05)
1. Explain Long Tail of Keyword Demand Curve.
 2. Explain optimization process for news and Blog search.
- Q.5(A) Answer the following questions: (04)
1. _____ Crawling error is for object not found.
 2. Full form of TLD.
 3. What does the 301 server response Code signify?
 4. Logfile tracking is method to find strength and weakness of SEO. (true/false)
- Q.5(B) Answer any one question: (02)
1. How measure search traffic?
 2. What is logfile?
- Q.5 (C) Answer any one question: (03)
1. What are the different types of crawling error can occure?
 2. What are more searchable content and content types?
- Q.5(D) Answer any one question: (05)
1. Write a short note tying SEO to conversion and ROI.
 2. Describe importance of new trends search (local, mobile, voice recognition).
