

B.Sc.(IT) Semester - 5 (CBCS) Examination**December - 2020 (Old Course)****CS-27 SEARCH ENGINE TECHNIQUES AND 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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- Q.1(A) Attempt following questions. (04)
1. SEO stands for _____.
 2. Google is search engine (true / false).
 3. SERP stands for _____.
 4. Universal search is also known as _____ search.
- Q.1(B) Attempt following (Attempt any one) (02)
1. What is organic search engine?
 2. What is crawling?
- Q.1(C) Attempt following (Attempt any one) (03)
1. What is indexing? Why it is useful?
 2. Explain algorithm-based ranking system.
- Q.1(D) Attempt following (Attempt any one) (05)
1. Explain mission of search engine
 2. Write a note vertical search engine.
- Q.2(A) Attempt following questions. (04)
1. SWOT stands for _____.
 2. Google supports _____ character length in meta description tags.
 3. SEO used for raw trafficking (true / false)
 4. SEO not used for Mindsharing and branding (true / false)
- Q.2(B) Attempt following (Attempt any one) (02)
1. What is E-commerce sales?
 2. What is goal setting in SEO?
- Q.2(C) Attempt following (Attempt any one) (03)
1. What is lead generation and direct marketing?
 2. Explain site auditing.
- Q.2(D) Attempt following (Attempt any one) (05)
1. Explain site's information architecture.
 2. Write a note benchmarking.
- Q.3(A) Attempt following questions. (04)
1. CMS stands for _____.
 2. Sitemap is made of _____ type tag.
 3. SEO a site robot. txt is necessary. (true / false).
 4. SEO allow duplicate content. (true / false).
- Q.3(B) Attempt following (Attempt any one) (02)
1. What is microsites?
 2. What is keyword targeting?
- Q.3(C) Attempt following (Attempt any one) (03)
1. What is root domain and subdomains?
 2. Explain how to controlling over duplicate site content.
- Q.3(D) Attempt following (Attempt any one) (05)
1. Explain robot.txt in detail with example.
 2. Write a note optimized domain name.
- Q.4(A) Attempt following questions. (04)
1. KEI stands _____.
 2. ROI stands for _____.

3. SEO is having leveraging on the long tail of keyword. (true / false).
 4. SEO does not need keyword research tools. (true / false)
- Q.4(B) Attempt following (Attempt any one) (02)
1. What is trending?
 2. What is feed search?
- Q.4(C) Attempt following (Attempt any one) (03)
1. What is multimedia search?
 2. Explain how blog is useful for optimizing.
- Q.4(D) Attempt following (Attempt any one) (05)
1. Explain keyword research.
 2. Write keyword research tools.
- Q.5(A) Attempt following questions. (04)
1. AR stands for _____.
 2. VR stands for _____.
 3. Block chain technology is related to crypto-currency (true / false).
 4. E-commerce is also call traditional commerce.(true / false).
- Q.5(B) Attempt following (Attempt any one) (02)
1. What is AR?
 2. What is VR?
- Q.5 (C) Attempt following (Attempt any one) (03)
1. What is block chain?
 2. Explain features of block chain technology.
- Q.5(D) Attempt following (Attempt any one) (05)
1. Difference between digital business and commerce.
 2. Write origin of tracing blockchain.
