

B.C.A Semester – 5 (Remedial) (CBCS) Examination**February/March. -2020****CS-27 WEB SEARCHING TECHNOLOGY AND SEARCH ENGINE OPTIMIZATION(CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Q.1(A) Attempt the following (04)
- (1) SERP Stands for?
 - (2) SEM Stands for?
 - (3) In 2008 yahoo has announced_____which is stopped in_____.
 - (4) 2008 Google introduced new concepts known as_____.
- Q.1(B) Answer the following: (any one) (02)
- (1) What is SEO? Why SEO is Required?
 - (2) How “allintext:” and “inurl:” operator is work.
- Q.1(C) Answer the following: (any one) (03)
- (1) Explain Crawling and indexing in detail.
 - (2) What search engine crawler cannot see?
- Q.1(D) Answer the following: (any one) (05)
- (1) Explain Different types of queries in detail.
 - (2) Explain Paid v / s Natural results.
- Q.2(A) Attempt the following (04)
- (1) QDD stands for.
 - (2) Nature of market affects SEO plan? (True or False)
 - (3) How we can perform search engine health check for any website?
 - (4) What is cross link relevant content?
- Q.2(B) Answer the following: (any one) (02)
- (1) What is keyword cannibalization?
 - (2) What is Benchmarking?
- Q.2(C) Answer the following: (any one) (03)
- (1) Explain the importance of Keyword Review
 - (2) Explain the major element of SEO Planning.
- Q.2(D) Answer the following: (any one) (05)
- (1) Write note on SWOT analysis.
 - (2) Who are the players (process) of site development?
- Q.3(A) Attempt the following (04)
- (1) Full form of CPC.
 - (2) Microsoft has given support to xml-site maps from the year of?
 - (3) Google supports_____characters in Meta description tag.
 - (4) Full from of CMS.
- Q.3(B) Answer the following: (any one) (02)
- (1) How to optimize flash.
 - (2) What is cloaking? When it is use?
- Q.3(C) Answer the following: (any one) (03)
- (1) Explain Microsites in detail.
 - (2) Difference between 301 and 302 redirects

- Q.3(D) Answer the following: (any one) (05)
- (1) How cookies and Session ID is useful to control search engine access.
 - (2) Write a short note on “robots.txt”.
- Q.4(A) Attempt the following (04)
- (1) KEI Stands for.
 - (2) ROI Stands for.
 - (3) RSS Stands for.
 - (4) Universal Search is also known as?
- Q.4(B) Answer the following: (any one) (02)
- (1) What is Long tail keyword?
 - (2) What is Blended Search?
- Q.4(C) Answer the following: (any one) (03)
- (1) What is Blog Optimization.
 - (2) Explain Mobile search optimization.
- Q.4(D) Answer the following: (any one) (05)
- (1) Write a short note on Word tracker Keyword Researcher tools?
 - (2) What is Google Trends? How it is use?
- Q.5(A) Attempt the following (04)
- (1) Google analytics is a success measuring tool? (True or False)
 - (2) Full from of LUI.
 - (3) Google launched in_____year.
 - (4) Google support voice search? (True or False)
- Q.5(B) Answer the following: (any one) (02)
- (1) What is Local search?
 - (2) Explain Crawl Errors.
- Q.5(C) Answer the following: (any one) (03)
- (1) Explain enhancement of crawling process
 - (2) Explain Google blog search.
- Q.5(D) Answer the following: (any one) (05)
- (1) Describe the tracking cycle in detail.
 - (2) What is Google Analytics? How it is use?
