

B.Sc.(IT) Semester – 5 (Remedial) (CBCS) Examination**February/March. -2020****CS-27 SEARCH ENGINE TECHNIQUES AND DIGITAL TECHNOLOGY TRENDS(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) Answer following questions. (04)
- (1) What is intitle and define operators for searching?
 - (2) In eye-tracking _____ shaped pattern is created through eye movement on result pages.
 - (3) Define SERP.
 - (4) Crawler can't see images, but identify _____ attribute of tag.
- Q.1(B) Answer any one. (02)
- (1) Why SEO is required?
 - (2) What is transactional Queries?
- Q.1(C) Answer any one. (03)
- (1) State positive ranking factors. Explain any two.
 - (2) How to optimize country specific search engines.
- Q.1(D) Answer any one. (05)
- (1) Write short note on algorithm based ranking system.
 - (2) Explain vertical search engines.
- Q.2(A) Answer following questions. (04)
- (1) What is log file?
 - (2) State three goals of SEO.
 - (3) Full form of ROI.
 - (4) State harmful and helpful attributes of SWOT.
- Q.2(B) Answer any one. (02)
- (1) State major elements of planning. Explain any one.
 - (2) How to benchmark current ranking?
- Q.2(C) Answer any one. (03)
- (1) How to leverage business assets for SEO?
 - (2) Justify content is king.
- Q.2(D) Answer any one. (05)
- (1) Explain how to use SEO for Raw traffic and E-commerce sales.
 - (2) Write short note on information architecture.
- Q.3(A) Answer following questions. (04)
- (1) Give full form of FQD.
 - (2) _____ is name of yahoo spider.
 - (3) What is 301 and 302 redirect?
 - (4) What is cloaking?
- Q.3(B) Answer any one. (02)
- (1) What is subdomain? When to use subdomain?
 - (2) How to make site accessible to search engine?

- Q.3(C) Answer any one. (03)
(1) Explain microsites.
(2) Explain robots.txt file
- Q.3(D) Answer any one. (05)
(1) Explain duplicate content issues. How to solve it?
(2) Explain how to do optimization of domain names/URL.
- Q.4(A) Answer following questions. (04)
(1) What is long tail keywords
(2) Give full form of KEI?
(3) Which parameter used with query to display the pages from last 5 weeks search data?
(4) Adcenter keyword generation tool is proprietary of _____ company.
- Q.4(B) Answer any one. (02)
(1) How to leverage the long tail of keyword demand?
(2) How to optimize product search?
- Q.4(C) Answer any one. (03)
(1) How to do determine keyword value/potential ROI?
(2) Explain how seasonality effects in keyword demand?
- Q.4(D) Answer any one. (05)
(1) Write short note on keyword research tools.
(2) Explain how to optimize mobile, video/multimedia search?
- Q.5(A) Answer following questions. (04)
(1) The process through which the buying, selling, dealing, ordering and paying for the goods and services are done over the internet is known as _____
(2) A _____ is a decentralized, distributed and public digital ledger that is used to record transactions across many computers so that the subsequent blocks and the consensus of the network.
(3) _____ means experiencing things through our computers that don't really exist.
(4) _____ is an interactive experience where information (sound, text etc.) and virtual computer-generated objects are combined with the real-world environment.
- Q.5(B) Answer any one. (02)
(1) State the difference between digital business and e-commerce business.
(2) What are the requirements of VR?
- Q.5 (C) Answer any one. (03)
(1) How block chain work?
(2) Explain risk and barriers of digital business adoption.
- Q.5(D) Answer any one. (05)
(1) Write short note on block chain features.
(2) Explain what is virtual and augmented reality. State its difference.
