

B.C.A Semester - 5 (Remedial) (CBCS) Examination**Feb/Mar. -2021 (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. Full form of PPC.
 2. When users view the Google search result his eye track create ____.
 3. Full form of QDF.
 4. Search Engine maximum used in china is ____.
- Q.1(B) Answer the following question. (any one) (02)
1. Explain paid V/s Natural search.
 2. What are the basic elements of SERP?
- Q.1(C) Answer the following question. (any one) (03)
1. Discuss Positive Ranking Factor in detail.
 2. Explain Document Analysis and Link analysis.
- Q.1(D) Answer the following question. (any one) (05)
1. Explain Different types of queries.
 2. Explain in details: Crawling, Indexing and Ranking.
- Q.2(A) Answer the following questions. (04)
1. Full form of SWOT.
 2. As per Google maximum number of internal link should be ____.
 3. How we can perform search engine health check for any website?
 4. Full form of ROI.
- Q.2(B) Answer the following question. (any one) (02)
1. What are the major elements of SEO Planning?
 2. How to increase raw traffic by SEO?
- Q.2(C) Answer the following question. (any one) (03)
1. Who are the players of site development?
 2. What is mean by lead generation and direct marketing?
- Q.2(D) Answer the following question. (any one) (05)
1. Write note on website SWOT analysis.
 2. How you audit website to identify SEO Problems?
- Q.3(A) Answer the following questions. (04)
1. Usually maximum length of your title tag should not exceed ____ characters.
 2. Google displays up to ____ characters in Mets Description Tags.
 3. 302 is used for ____ redirects.
 4. Full form of SWF.
- Q.3(B) Answer the following question. (any one) (02)
1. Difference between flat and Deep Architecture.
 2. What is cloaking?
- Q.3(C) Answer the following question. (any one) (03)
1. Explain Microsite.
 2. Explain Robots.txt file.

- Q.3(D) Answer the following question. (any one) (05)
1. Explain Optimization of Domain Names/URLs.
 2. Describe Keyword Targeting.
- Q.4(A) Answer the following questions. (04)
1. Long tail of search where _____ of search queries occur.
 2. Full form of UGC.
 3. Short tail Keywords also called _____.
 4. &as_qdr=d also called _____ in Google data range operator.
- Q.4(B) Answer the following question. (any one) (02)
1. Difference between Long tail and Short tail Keywords.
 2. Explain Local Business Profile.
- Q.4(C) Answer the following question. (any one) (03)
1. Explain Keyword Research Tools.
 2. Describe Trend, Seasonality, and Seasonal Fluctuations in keyword demand.
- Q.4(D) Answer the following question. (any one) (05)
1. Describe Mobile, video/Multimedia Search for futuristic need.
 2. Explain the theory behind keyword research with search demand curve.
- Q.5(A) Answer the following questions. (04)
1. Google launched in _____.
 2. Google has started finding links from JavaScript from _____.
 3. Google has given concept of scan books in _____.
 4. Full form of WMT is _____.
- Q.5(B) Answer the following question. (any one) (02)
1. Explain link analysis.
 2. How to determine project ROI?
- Q.5 (C) Answer the following question. (any one) (03)
1. Explain Enhancement of Crawling Process.
 2. What is mean by Blogosphere? How can track it?
- Q.5(D) Answer the following question. (any one) (05)
1. Explain Link-Building, Link Tracking, and Link-Based Metrics.
 2. Explain Analyzing Ranking Factors for the SEO.
