

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**Feb/Mar. -2021 (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) Answer the following questions. (04)
1. Full form of CTR.
 2. Full form of SERP.
 3. 2008 Google introduced a new concepts know as ____.
 4. Use of * ____.
- Q.1(B) Answer the following question. (any one) (02)
1. What is mean by SEO?
 2. Explain Crawling.
- Q.1(C) Answer the following question. (any one) (03)
1. Explain Eye Tracking.
 2. Explain Document analysis and link analysis.
- Q.1(D) Answer the following question. (any one) (05)
1. Explain Search Engine Result Pages.
 2. Explain Analyzing Ranking factors.
- Q.2(A) Answer the following questions. (04)
1. Full form of QDD.
 2. What is log file?
 3. Nature of market affect SEO plan: True/False
 4. Give one example of the term “Content behind forms”.
- Q.2(B) Answer the following question. (any one) (02)
1. Explain SEO for Raw traffic.
 2. Explain Leveraging Business Assets for SEO.
- Q.2(C) Answer the following question. (any one) (03)
1. Which business factors affecting to the SEO plan?
 2. Describe SWOT analysis.
- Q.2(D) Answer the following question. (any one) (05)
1. Explain the Major element of Planning.
 2. Describe site’s information Architecture.
- Q.3(A) Answer the following questions. (04)
1. JavaScript content will be crawled by Google.: True/False
 2. Sitemap file is of type ____.
 3. Full form of CMS.
 4. Full form of PLD.
- Q.3(B) Answer the following question. (any one) (02)
1. Explain Spiderable Link Structures.
 2. Explain 301 and 302 Redirects.
- Q.3(C) Answer the following question. (any one) (03)
1. Explain Taxonomy and Ontology in IA.
 2. Explain Microsites.
- Q.3(D) Answer the following question. (any one) (05)
1. Explain XML Sitemap.
 2. Describe Robots.txt file.
- Q.4(A) Answer the following questions. (04)
1. Adword is proprietary of which company?
 2. Full form of KEI.
 3. For News search ____ is the most important factor.

4. Vertical search includes images, videos etc: True/False
- Q.4(B) Answer the following question. (any one) (02)
1. Explain Long tail and Short tail Keywords.
 2. Explain Mobile, Video/multimedia search.
- Q.4(C) Answer the following question. (any one) (03)
1. Explain Opportunities in vertical Search.
 2. Describe Local Business Profile.
- Q.4(D) Answer the following question. (any one) (05)
1. Describe Keyword value/Potential ROI.
 2. Explain News, Blog and feed Search.
- Q.5(A) Answer the following questions. (04)
1. Full form of VR.
 2. Block chain keeps a record of all data exchanges is referred to as a _____.
 3. Full form of AR.
 4. Full form of BCT is _____.
- Q.5(B) Answer the following question. (any one) (02)
1. Explain Digital Business opportunities.
 2. Difference between AR and VR.
- Q.5 (C) Answer the following question. (any one) (03)
1. Difference between Digital Business and ecommerce.
 2. How Block Chain Work?
- Q.5(D) Answer the following question. (any one) (05)
1. Explain Digital Business in Details.
 2. Describe brief history of AR with opportunities for augment reality.
