

B.C.A Semester - 3 (CBCS) Examination**Nov/Dec. -2021 [NEW COURSE]****Network Technology & Administration with SEO (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 the following questions. (all three) (03)
- (1) IP stands for _____.
 - (2) Explain shortly: Fiber Optic Cable.
 - (3) Full form of CSMA/CA is _____.
- Q.1(B) Answer the following question. (any two) (06)
- (1) Explain: Encryption.
 - (2) Short note on: Communication Method.
 - (3) What is network? Explain its uses.
 - (4) Explain: Infrared media.
- Q.1(C) Answer the following question. (any one) (05)
- (1) Explain OSI models in details.
 - (2) Explain Multiplexing & De-multiplexing.
- Q.2(A) Answer the following questions. (all three) (03)
- (1) What is Routing?
 - (2) What is IP address?
 - (3) Full form of DHCP is _____.
- Q.2(B) Answer the following question. (any two) (06)
- (1) Explain basic structure of Ipv6.
 - (2) Explain types of Routing.
 - (3) How to configure IP address in PC?
 - (4) Explain type of IP address.
- Q.2(C) Answer the following question. (any one) (05)
- (1) Write a short note on ipv4.
 - (2) Explain DHCP server.
- Q.3(A) Answer the following questions. (all three) (03)
- (1) CIA stands for _____.
 - (2) Full form of GPRS is _____.
 - (3) GPS stands for _____.

- Q.3(B) Answer the following question. (any two) (06)
- (1) Short note: Dial Up Connection.
 - (2) Explain CIA models.
 - (3) Describe: Basics of Internet.
 - (4) Write down: Use of VPN protocols.
- Q.3(C) Answer the following question. (any one) (05)
- (1) Explain in details: Proxy Server & Firewall.
 - (2) How internet is connecting with computer?
- Q.4(A) Answer the following questions. (all three) (03)
- (1) PPC stands for_____.
 - (2) Explain very shortly: Mission of Search Engine.
 - (3) SWOT stands for_____.
- Q.4(B) Answer the following question. (any two) (06)
- (1) Explain Algorithm based ranking system. Explain any one of them.
 - (2) Write a short note: Major elements of planning.
 - (3) Describe the market share of search engine.
 - (4) Explain Eye Tracking and Click Tracking.
- Q.4(C) Answer the following question. (any one) (05)
- (1) Explain in details: Different types of Queries.
 - (2) Explain in details: Advanced Search Techniques.
- Q.5(A) Answer the following questions. (all three) (03)
- (1) Define: domain.
 - (2) Define: duplicate content issue.
 - (3) Define: optimization.
- Q.5(B) Answer the following question. (any two) (06)
- (1) Write a short note: Long Tail & Short Tail.
 - (2) What is Keyword Targeting?
 - (3) Give difference: Flat Architecture V/s. Deep Architecture.
 - (4) Describe: XML Sitemaps.
- Q.5 (C) Answer the following question. (any one) (05)
- (1) Describe: Increasing Importance of Local, Mobile and Voice Recognition search.
 - (2) Explain: Root Domains, Sub-domains & Microsites.
