

B.C.A Semester - 5 (CBCS) Examination**Oct/Nov. - 2021(Old Course)****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. When user view the Google search result his eye track create_____.
 2. Search engine maximum used in China is_____.
 3. SERP Stands for?
 4. PPC Stands for?
- Q.1(B) **Answer the following: (Any One)** (02)
1. Explain Algorithm based ranking system.
 2. How “allintext:” and “inurl:” operator is work.
- Q.1(C) **Answer the following: (Any One)** (03)
1. Explain Different types of queries in detail.
 2. Explain Eye tracking in detail.
- Q.1(D) **Answer the following: (Any One)** (05)
1. Explain Paid v/s Natural results.
 2. Explain Crawling and indexing in detail.
- Q.2(A) **Attempt the following** (04)
1. SEO is marketing function? (True or False)
 2. Nature of market affects SEO plan? (True or False)
 3. QDD stands for.
 4. What is log file?
- Q.2(B) **Answer the following: (Any One)** (02)
1. What is an E-Commerce sale?
 2. What is Benchmarking?
- Q.2(C) **Answer the following: (Any One)** (03)
1. How can you use your business assets for SEO planning?
 2. Who are the players (process) of site development?
- Q.2(D) **Answer the following: (Any One)** (05)
1. Write note on SWOT analysis.
 2. Explain the major element of SEO Planning.
- Q.3(A) **Attempt the following** (04)
1. Full form of PLD.
 2. Full from of CMS.
 3. Full from of TLD.
 4. JavaScript content will be crawled by Google? (True or False).
- Q.3(B) **Answer the following: (Any One)** (02)
1. Explain Root Domains.
 2. What is Keyword Targeting?
- Q.3(C) **Answer the following: (Any One)** (03)
1. Explain CMS issue in detail.
 2. Write a short note on “robots.txt”.

- Q.3(D) **Answer the following: (Any One)** (05)
1. How cookies and Session ID is useful to control search engine access.
2. Explain Micro sites in detail.
- Q.4(A) **Attempt the following** (04)
1. Google has announced Universal Search in ____ year?
2. Adword is proprietary of which company?
3. ROI stands for.
4. KEI stands for.
- Q.4(B) **Answer the following: (Any One)** (02)
1. What is Vertical Search?
2. What is Blended Search?
- Q.4(C) **Answer the following: (Any One)** (03)
1. Explain Long Tail of Keyword Demand.
2. Explain Domain Expertise.
- Q.4(D) **Answer the following: (Any One)** (05)
1. Explain site content analysis in detail.
2. What is Google Trends? How it is use?
- Q.5(A) **Attempt the following** (04)
1. Google support voice search? (True or False)
2. Google launched in ____ year.
3. Full from of LUI.
4. Google analytics is a success measuring tool? (True or False)
- Q.5(B) **Answer the following: (Any One)** (02)
1. What is Recognition Search?
2. Explain Google blog search.
- Q.5(C) **Answer the following: (Any One)** (03)
1. What is Google Analytics? How it is use?
2. Explain link building and link tracking.
- Q.5(D) **Answer the following: (Any One)** (05)
1. Describe importance of new trends search.
2. Explain enhancement of crawling process
