

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov. - 2022(Old Course)****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) Attempt the following. (04)
1. SERP stands for.....
 2. What is Search Engine?
 3. List out Search Engine Components.
 4. SEO stands for.....
- Q.1 (B) Attempt the following. (Any One) (02)
1. Describe general human goals of searching.
 2. What is eye tracking.
- Q.1 (C) Attempt the following. (Any One) (03)
1. Explain Crawling.
 2. Explain Indexing.
- Q.1 (D) Attempt the following. (Any One) (05)
1. How search engine drive E-commerce on the web?
 2. Explain Ranking Factors.
- Q.2 (A) Attempt the following. (04)
1. SWOT stands for
 2. What is PPC?
 3. SMART stands for.....
 4. ROI stands for.....
- Q.2 (B) Attempt the following. (Any One) (02)
1. What is Raw-Traffic?
 2. Explain major elements of SEO Planning.
- Q.2 (C) Attempt the following. (Any One) (03)
1. Describe Mindshare / Branding.
 2. Explain SMART objectives.
- Q.2 (D) Attempt the following. (Any One) (05)
1. Write a note on SWOT analysis.
 2. Explain Reputation management for SEO.
- Q.3 (A) Attempt the following. (04)
1. What is FQD?
 2. What is TLD?
 3. Domain name should be kept as long as possible. (True / False)
 4. 301 redirect is (Permanent / Temporary)

- Q.3 (B) Attempt the following. (Any One) (02)
1. What are indexable contents?
 2. What is Cloaking?
- Q.3 (C) Attempt the following. (Any One) (03)
1. Specify common reason why page may not be reachable by crawler.
 2. Write sample code of XML Sitemap file.
- Q.3 (D) Attempt the following. (Any One) (05)
1. What is content optimization?
 2. How to optimize domain name & URL.
- Q.4 (A) Attempt the following. (04)
1. _____ is a free google tool that lets you list your local business easily.
 2. Google Analytics is paid tool from google. (True / False)
 3. UGC stands for.....
 4. The term people use for specialty or niche search engines that focus on limited data set is called.....
- Q.4 (B) Attempt the following. (Any One) (02)
1. Explain RSS feed optimization.
 2. What is Blended Search?
- Q.4 (C) Attempt the following. (Any One) (03)
1. Explain image optimization tips in brief.
 2. Explain video search optimization tips.
- Q.4 (D) Attempt the following. (Any One) (05)
1. Describe: leveraging the long tail of keyword demand.
 2. How can we optimize the local search?
- Q.5 (A) Attempt the following. (04)
1. Digital Business & E-commerce are similar. (True / False)
 2. VR stands for.....
 3. AR stands for.....
 4. Any form of currency that exists only digitally or virtually is called.....
- Q.5 (B) Attempt the following. (Any One) (02)
1. Explain Blockchain features.
 2. Describe risk & barriers to digital business adoption.
- Q.5 (C) Attempt the following. (Any One) (03)
1. What is Digital Business?
 2. Explain AR in detail.
- Q.5 (D) Attempt the following. (Any One) (05)
1. Differentiate VR vs. AR.
 2. Write a note on: How Blockchain works.
