

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov - 2023 (NEW COURSE)****Search Engine Techniques & 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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- Que-1(A) ANSWER THE FOLLOWING QUESTIONS (03)
1. Google is search engine (True/False)
 2. Long-tail is type of search query (True/False)
 3. Image query is supported by google search engine. (True / False)
- Que-1(B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)
1. What is web crawler?
 2. What is search engine?
 3. How search engine derive commerce on web.
 4. What is ranking in search engine?
- Que-1(C) ANSWER THE FOLLOWING QUESTIONS (ANYONE) (05)
1. Explain search engine architecture.
 2. Explain types of search engine queries.
- Que-2(A) ANSWER THE FOLLOWING QUESTIONS (03)
1. SEO is search engine opportunity (True/Fales)
 2. On-Page SEO is called on-site SEO (True / False)
 3. Off-page SEO as everything you do outside of your website for rank higher (True / false)
- Que-2(B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)
1. Explain reputation management by SEO.
 2. Explain the ideological influence of SEO.
 3. What is raw traffic?
 4. What is ethical SEO?
- Que-2(C) ANSWER THE FOLLOWING QUESTIONS (ANYONE) (05)
1. Explain key elements of ethical SEO.
 2. Write note on auditing existing site to identify seo problems.
- Que-3(A) ANSWER THE FOLLOWING QUESTIONS (03)
1. CMS stands for content management schedule (True/False)
 2. URL stands for Universal Recursive Location (True/False)
 3. Text acquisition is Search engine processing. (True / False)
- Que-3(B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)
1. What is a Web server?
 2. Explain issue of redirection in CMS.
 3. What is a website Monetization?
 4. Explain webpage, web server and web browser.

- Que-3(C) ANSWER THE FOLLOWING QUESTIONS (ANYONE) (05)
1. Explain Query Process.
 2. Explain Search Engine Processing (3 – Task).
- Que-4(A) ANSWER THE FOLLOWING QUESTIONS (03)
1. It is possible to Improve Search Engine Ranking By targeting relevant keywords (True/False)
 2. Keyword research is a fundamental aspect of SEO and digital marketing (True / False)
 3. By understanding the keywords that are relevant to your website, you can do SEO (True / False)
- Que-4(B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)
1. What is a keyword? What is the role of a keyword in SEO?
 2. Explain how to optimize Product Search.
 3. Explain how to optimize Image Search.
 4. What is vertical search?
- Que-4(C) ANSWER THE FOLLOWING QUESTIONS (ANYONE) (05)
1. Give Difference short Tail & long Tail.
 2. Explain Research Tools used for keyword research and analysis.
- Que-5(A) ANSWER THE FOLLOWING QUESTIONS (03)
1. Digital business refers to any organization or business that uses digital technologies (True / False)
 2. E-commerce, short for electronic commerce. (True / False)
 3. VR stands for_____
- Que-5(B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)
1. What is Augmented Reality?
 2. What are the digital business opportunity?
 3. Explain risk and barrier to digital business adoption?
 4. What is the need of virtual reality?
- Que-5(C) ANSWER THE FOLLOWING QUESTIONS (ANYONE) (05)
1. Write a note on blockchain technology.
 2. Write a note on AR and VR
