

B.C.A Semester - 5 (CBCS) Examination**Oct/Nov. - 2023(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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- Que-1(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. Yahoo is search engine. (true/false)
 2. SEO stands for _____.
 3. PPC stands for _____.
 4. SERP stands for _____.
- Que-1(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. Explain Paid V/S Natural Search.
 2. Explain blended search result.
- Que-1(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. What are the different types of queries?
 2. Explain organic search result.
- Que-1(D) ANSWER THE FOLLOWING QUESTIONS. (ANYONE) (05)
1. Explain advanced search techniques.
 2. Explain in details: Crawling, Indexing.
- Que-2(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. SWOT stands for _____.
 2. ROI stands for _____.
 3. Benchmarking Current Indexing Status SEO have an enormous task. (true/false)
 4. promoting your ideas in the search results is ideological influence by SEO. (true/false)
- Que-2(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. What are the major elements of SEO Planning?
 2. What is SEO for e-commerce?
- Que-2(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Who are the Players of site development?
 2. Explain SEO for reputation management.
- Que-2(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain SWOT analysis for website.
 2. How you audit website to identify SEO Problems?
- Que-3(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. Google supports _____ characters in Meta Description Tags.
 2. All its web pages should have their own unique meta titles and descriptions. (true/false)
 3. You must ensure that the content on all your pages is not plagiarized. (true/false)
 4. An SEO-friendly website works on driving targeted traffic by itself 24×7. (true/false)
- Que-3(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. Explain Root Domains, Sub domains and Microsites.
 2. What is a sitemap?
- Que-3(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain XML sitemaps.
 2. Write note on: Keyword targeting.
- Que-3(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain Optimization of Domain names/URLs.
 2. Explain CMS issues in SEO.

- Que-4(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. ROI stands for_____.
 2. Universal search is also known as _____.
 3. Indexing of the website is done by the spider in the search engine. (true/false)
 4. Vertical search includes images, videos, pictures etc. (true/false)
- Que-4(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. Difference between Long tail V/S Short tail keywords.
 2. What is keyword research?
- Que-4(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain how to optimize local search.
 2. Explain Keyword Research Tools.
- Que-4(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Describe Mobile, Video/Multimedia Search for futuristic need.
 2. Explain site content analysis.
- Que-5(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. Google launched in _____.
 2. WMT stands for _____.
 3. Short-tail keywords are a maximum of three words. (true/false)
 4. Initially crawlers are based only on _____ analysis.
- Que-5(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. How to determine project ROI?
 2. Which metrics are related to search traffic?
- Que-5(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain indicators for Long Tail SEO.
 2. How Do You Calculate the ROI of SEO?
- Que-5(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain Analyzing Ranking Factors for the SEO.
 2. Explain voice recognition search.
