

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2024 (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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- Que-1(A) Answer the following questions (04)
1. Which search engine is maximum used in India?
 2. Which search engine is maximum used in South Korea?
 3. SEO stands for _____.
 4. Universal search is also known as _____.
- Que-1(B) Answer the following questions (ANY ONE) (02)
1. What is Organic search?
 2. Explain SERP.
- Que-1(C) Answer the following questions (ANY ONE) (03)
1. Explain natural vs paid results.
 2. Explain Vertical Search Engines.
- Que-1(D) Answer the following questions (ANY ONE) (05)
1. Explain Crawling and Indexing.
 2. How do you determine the intent of searcher? What are the different types of queries they are using?
- Que-2(A) Answer the following questions (04)
1. Technology choice is the major elements of planning? (True or False)
 2. QDD stands for _____.
 3. CTR stands for _____.
 4. SWOT stands for _____.
- Que-2(B) Answer the following questions (ANY ONE) (02)
1. What is SWOT analysis?
 2. What are the major elements of SEO planning?
- Que-2(C) Answer the following questions (ANY ONE) (03)
1. Explain SEO for eCommerce sale.
 2. Explain SEO for Ideological Influence.
- Que-2(D) Answer the following questions (ANY ONE) (05)
1. Explain SEO for Raw Traffic.
 2. Explain Benchmarking Current Indexing Status and Benchmarking Current Rankings.
- Que-3(A) Answer the following questions (04)
1. What is microsites?
 2. What is root domains?
 3. What is subdomain?
 4. _____ and _____ are the types of sitemap.
- Que-3(B) Answer the following questions (ANY ONE) (02)
1. What is flat architecture?
 2. What is deep architecture?

- Que-3(C) Answer the following questions (ANY ONE) (03)
1. Explain Content Delivery and Search Spider Control.
 2. Explain Optimization of Domain Names/URLs.
- Que-3(D) Answer the following questions (ANY ONE) (05)
1. Explain Content Management System Issues.
 2. Explain Optimizing Flash.
- Que-4(A) Answer the following questions (04)
1. What is keyword search?
 2. What is vertical search?
 3. What is ROI ?
 4. What is XML?
- Que-4(B) Answer the following questions (ANY ONE) (02)
1. What is Seasonal Fluctuations?
 2. What is Seasonality?
- Que-4(C) Answer the following questions (ANY ONE) (03)
1. Explain Optimizing for Local search.
 2. Explain opportunities in vertical search.
- Que-4(D) Answer the following questions (ANY ONE) (05)
1. Explain Optimizing for News, Blog, and Feed Search.
 2. List all keyword research tools and explain with example any one.
- Que-5(A) Answer the following questions (04)
1. What is block chain?
 2. AR stands for _____.
 3. VR stands for _____.
 4. What is digital business?
- Que-5(B) Answer the following questions (ANY ONE) (02)
1. What are the risk of digital business adoption?
 2. What are block chain features?
- Que-5(C) Answer the following questions (ANY ONE) (03)
1. Differentiate: digital business v/s eCommerce.
 2. Explain need of VR.
- Que-5(D) Answer the following questions (ANY ONE) (05)
1. Explain opportunities for augmented reality.
 2. Explain Difference between AR and VR.
