

B.C.A Semester - 3 (CBCS) Examination
Oct/Nov - 2024 [As Per Syllabus Year June-2019]
Network Technology & Administration with SEO(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) Attempt the following. (03)
- 1) Define: Multiplexing.
 - 2) Give full form: CDDI.
 - 3) What is broadcasting?
- Que-1 (B) Attempt the following (any two). (06)
- 1) List various transmission media. Explain any one.
 - 2) Explain TCP/IP Network Model.
 - 3) Explain in brief: various cable network devices.
 - 4) Explain various network services.
- Que-1 (C) Attempt the following (any one). (05)
- 1) List various un-guided media. Explain any one in detail.
 - 2) What is a wireless network? Which devices are used in it?
- Que-2 (A) Attempt the following. (03)
- 1) What is IP Address?
 - 2) Give full form: UDP.
 - 3) What is connection oriented protocol?
- Que-2 (B) Attempt the following (any two). (06)
- 1) Explain the concept of Subnetting and superneting.
 - 2) Differentiate: Static IP Address v/s Dynamic IP Address.
 - 3) What is connection less protocol? How it works?
 - 4) Explain: different types of IP Addresses.
- Que-2 (C) Attempt the following (any one). (05)
- 1) Explain: IPV 4 Class Structure in detail.
 - 2) What is Routing? Explain various types.
- Que-3 (A) Attempt the following. (03)
- 1) Give full form: GPS.
 - 2) Give full form: ISDN.
 - 3) _____ is an example of a VPN Protocol.
- Que-3 (B) Attempt the following (any two). (06)
- 1) Explain how Proxy server works.
 - 2) Explain the concept and uses of GPRS.
 - 3) Explain Lease line technology.
 - 4) Explain briefly: CIA Model.
- Que-3 (C) Attempt the following (any one). (05)
- 1) Explain the concept of VPN in detail.
 - 2) List and explain various security methods.
- Que-4 (A) Attempt the following. (03)
- 1) What is Click tracking?
 - 2) Give full form: SEO.
 - 3) What is Ranking?

- Que-4 (B) Attempt the following (any two). (06)
- 1) What is Crawling? What does it do?
 - 2) Explain mission of search engine.
 - 3) Briefly explain: Web site SWOT analysis.
 - 4) Explain the concept and usefulness of eye tracking.
- Que-4 (C) Attempt the following (any one). (05)
- 1) Explain in detail: designing Information Architecture of a web site.
 - 2) Explain how advanced search can be performed using different operators.
- Que-5 (A) Attempt the following. (03)
- 1) What is XML Site map?
 - 2) What is keyword targeting?
 - 3) What is root domain?
- Que-5 (B) Attempt the following (any two). (06)
- 1) Differentiate: flat v/s deep architecture.
 - 2) Explain how can we resolve duplicate content issues.
 - 3) Explain how can we achieve favourable search results using vertical search?
 - 4) Explain the concept of microsite.
- Que-5 (C) Attempt the following (any one). (05)
- 1) Explain in detail: Voice Recognition Search.
 - 2) List and explain various keyword research tools.
