

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov - 2024 (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) Attempt the following. (03)
1. What is Search Engine?
 2. Search Engine has competition to develop relevant, fast and fresh search experience. (True/False)
 3. ____ is the most used search engine in China.
- Que. 1(B) Attempt the following. (Any Two) (06)
1. Explain: Search Engine Working.
 2. Write a note on Search Engine Component.
 3. Discuss: Determining searcher intent is a challenge for both marketers and search engine.
 4. Discuss Country Specific Search Engine.
- Que. 1(C) Attempt the following. (Any One) (05)
1. Write a note on Analyzing Ranking Factors.
 2. Explain different types of Queries with example.
- Que. 2(A) Attempt the following. (03)
1. SEO stands for ____.
 2. Auditing an existing site is important task in SEO. (True/False)
 3. ORM stands for ____.
- Que. 2(B) Attempt the following. (Any Two) (06)
1. Discuss types of SEO.
 2. Explain key elements for ethical SEO.
 3. Which factors are considering to understand our audience?
 4. How SEO is useful in E-commerce Sales?
- Que. 2(C) Attempt the following. (Any One) (05)
1. What is mean by Lead Generation and Direct Marketing? How SEO work for this?
 2. Explain: How to increase raw traffic by SEO?
- Que. 3(A) Attempt the following. (03)
1. CMS stands for ____.
 2. URL stands for ____.
 3. Define: Web Browser.
- Que. 3(B) Attempt the following. (Any Two) (06)
1. Discuss characteristics of User-friendly Website.
 2. How to optimize Domain Name/ URLs?
 3. How to optimize Flash?
 4. Discuss why and when to Redirect.

- Que. 3(C) Attempt the following. (Any One) (05)
1. Explain Search Engine Processing.
 2. What is CMS? When to use it? How to pick up the right CMS.
- Que. 4(A) Attempt the following. (03)
1. ROI stands for_____.
 2. Image optimization can help to improve Traffic. (True/False)
 3. Define: Vertical Searching.
- Que. 4(B) Attempt the following. (Any Two) (06)
1. How several influences are important in Keyword Research?
 2. Differentiate: Long Tail Keywords v/s Short Tail Keywords.
 3. What are the traditional approaches for Keyword Research?
 4. How can we find potential ROI?
- Que. 4(C) Attempt the following. (Any One) (05)
1. Explain Keyword Research Tools.
 2. Explain optimization process for news, blog and feed search.
- Que. 5 (A) Attempt the following. (03)
1. VR stands for_____.
 2. AR stands for_____.
 3. Define: Digital Business.
- Que. 5 (B) Attempt the following. (Any Two) (06)
1. Write a note on Digital Business Opportunities.
 2. Explain Blockchain Features.
 3. Discuss need of VR.
 4. Write differences between AR and VR.
- Que. 5 (C) Attempt the following. (Any One) (05)
1. Explain risk and barriers to Digital Business Adoption.
 2. Explain Blockchain Technology.
