

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2025 (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 Question. (03)
- 1) _____ is an information retrieval system designed to help find information from web.
 - 2) Crawler is known as _____ also.
 - 3) List any five search engine names.
- Que-1(B) Answer the Following Question. (Any Two out of Four) (06)
- 1) What is search engine?
 - 2) What is web crawler?
 - 3) How search engine derive commerce on web.
 - 4) Explain Search Engine Components.
- Que-1(C) Answer the Following Question. (Any One out of Two) (05)
- 1) Write short note on Ranking factor.
 - 2) Write short note on Country specific search.
- Que-2(A) Answer the Following Question. (03)
- 1) SEO stands for _____
 - 2) On-Page SEO is the process of optimizing web page's html code. (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 Question. (Any Two out of Four) (06)
- 1) What is raw traffic?
 - 2) What is ethical SEO?
 - 3) Explain reputation management by SEO.
 - 4) Explain the ideological influence of SEO.
- Que-2(C) Answer the Following Question. (Any One out of Two) (05)
- 1) Explain lead generation and digital marketing.
 - 2) Explain the mindshare and branding using SEO.
- Que-3(A) Answer the Following Question. (03)
- 1) CMS stands for _____
 - 2) URL stands for _____
 - 3) Google mobile site tester to check how your website appears on mobile (True / False)

- Que-3(B) Answer the Following Question. (Any Two out of Four) (06)
- 1) What is a website Monetization?
 - 2) What is a Web server?
 - 3) Explain issue of redirection in CMS.
 - 4) Explain optimization of domain name.
- Que-3(C) Answer the Following Question. (Any One out of Two) (05)
- 1) Write short note on optimizing flash content on website.
 - 2) Write short note on website development process.
- Que-4(A) Answer the Following Question. (03)
- 1) The number of inbound links to a page of a web site impact on page rank. (True / False)
 - 2) Google Trends used to compare trends between keyword (True / False)
 - 3) All major search engines are case-sensitive (True / False)
- Que-4(B) Answer the Following Question. (Any Two out of Four) (06)
- 1) Explain importance of keyword research.
 - 2) What is long tail keyword? Explain importance of long tail keyword.
 - 3) Explain how to optimize news search.
 - 4) Explain how to optimize image search.
- Que-4(C) Answer the Following Question. (Any One out of Two) (05)
- 1) Explain how keyword research tool is useful for SEO. Explain any two-keyword research tool.
 - 2) Write short note on mobile/ multimedia search.
- Que-5(A) Answer the Following Question. (03)
- 1) The system augments the real-world scene. (True / False)
 - 2) VR requires at least a 50 Mbps connection. (True / False)
 - 3) VR is used to enhance fictional reality for the gaming world. (true / false)
- Que-5(B) Answer the Following Question. (Any Two out of Four) (06)
- 1) What is Augmented Reality?
 - 2) What is digital business?
 - 3) What is blockchain technology?
 - 4) What is virtual reality?
- Que-5(C) Answer the Following Question. (Any One out of Two) (05)
- 1) Give Difference between digital business and eCommerce.
 - 2) Give Difference between AR and VR.
