

B.C.A Semester - 5 (CBCS) Examination**July-2025 (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) **Attempt the following** (04)
(1) Write full form : SEO
(2) Which search engine has the biggest market share today?
(3) What is ranking?
(4) Define natural search result.
- Que-1(B) **Answer the following(any one)** (02)
(1) Explain : Mission of Search Engine
(2) What are human goals of searching ?
- Que-1(C) **Answer the following(any one)** (03)
(1) Explain natural v/s paid search results
(2) How the Search Intent can be determined?
- Que-1(D) **Answer the following(any one)** (05)
(1) Elaborate various ranking factors. How they are useful in increasing ranking?
(2) Explain the concept of vertical search engines.
- Que-2(A) **Attempt the following** (04)
(1) What is historical progress?
(2) What is Raw Traffic?
(3) Define Lead Generation.
(4) What is Branding?
- Que-2(B) **Answer the following(any one)** (02)
(1) What is Audience? How it is identified?
(2) Explain how to determine top competitors.
- Que-2(C) **Answer the following(any one)** (03)
(1) What is Website SWOT Analysis? Explain giving example.
(2) Explain the role of Auditing in identifying SEO problems.
- Que-2(D) **Answer the following(any one)** (05)
(1) Explain in detail : SEO Planning.
(2) What is Benchmarking? Explain the process of benchmarking current indexing status.
- Que-3(A) **Attempt the following** (04)
(1) Give full form: CMS
(2) Give full form: URL
(3) Define Root Domain.
(4) Cookies contain sensitive information : True/False.
- Que-3(B) **Answer the following(any one)** (02)
(1) What is redirection ?
(2) Define Subdomain by giving example.
- Que-3(C) **Answer the following(any one)** (03)
(1) What is Keyword Targeting?
(2) What is the role of Flash in content creation? How can it be optimized?

- Que-3(D) **Answer the following(any one)** (05)
(1) What is Duplicate Content Issue? How can it be controlled?
(2) Explain various practices to be performed for Multilanguage Targeting.
- Que-4(A) **Attempt the following.** (04)
(1) Give full form : ROI
(2) What is Feed Search?
(3) Define Seasonality.
(4) What is Keyword Value?
- Que-4(B) **Answer the following(any one)** (02)
(1) Explain the theory behind Keyword Research.
(2) List various keyword research tools.
- Que-4(C) **Answer the following(any one)** (03)
(1) Write a note on : Site Content Analysis.
(2) Explain how to optimize for image search.
- Que-4(D) **Answer the following(any one)** (05)
(1) What is Keyword Demand? How it can be leveraged?
(2) Explain in detail how to optimize for product search. Give suitable example
- Que-5(A) **Attempt the following.** (04)
(1) Define : Searchable content.
(2) What is Long Tail Keyword?
(3) What is SEO Process?
(4) Define : Search Matrix.
- Que-5(B) **Answer the following(any one)** (02)
(1) What is Personalised Search?
(2) What is Local Search?
- Que-5(C) **Answer the following(any one)** (03)
(1) Explain the importance of Voice Recognition Search.
(2) Explain what is Market Saturation? How it can be addressed to improve company's performance?
- Que-5(D) **Answer the following(any one)** (05)
(1) Explain SEO as an enduring art form.
(2) List and explain various indicators for Long Tail SEO.
