

B.Sc.(IT) Semester - 5 (CBCS) Examination**July-2025 (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) Attempt the following (04)
- (1) _____ is the second most popular search engine today
 - (2) Write full form: SEO
 - (3) What is mission of Search Engine?
 - (4) Define paid search
- Que-1(B) Answer the following (any one) (02)
- (1) Explain: Ranking
 - (2) Explain the concept of natural search result
- Que-1(C) Answer the following (any one) (03)
- (1) Explain the role of Crawling in SEO
 - (2) Explain natural v/s paid search results
- Que-1(D) Answer the following (any one) (05)
- (1) List various algorithm based ranking systems. Explain any one
 - (2) Explain the concept of Eye Tracking giving example
- Que-2(A) Attempt the following (04)
- (1) Give full form: SWOT Analysis
 - (2) What is E-Commerce?
 - (3) Define Benchmarking.
 - (4) What is Reputation Management?
- Que-2(B) Answer the following (any one) (02)
- (1) Explain the concept of Branding
 - (2) What is historical progress?
- Que-2(C) Answer the following (any one) (03)
- (1) Explain in detail why website auditing is required?
 - (2) Write steps of SEO Planning
- Que-2(D) Answer the following (any one) (05)
- (1) Explain in detail: Leveraging Business Assets for SEO
 - (2) Write process of defining site's Information Architecture
- Que-3(A) Attempt the following (04)
- (1) Define: duplicate content
 - (2) Give full form: URL
 - (3) Define Sub Domain
 - (4) What is redirection
- Que-3(B) Answer the following (any one) (02)
- (1) What is Keyword targeting?
 - (2) Define root domain giving example
- Que-3(C) Answer the following (any one) (03)
- (1) What is Content Optimization?
 - (2) What is the Microsite? Explain its usefulness

- Que-3(D) Answer the following (any one) (05)
- (1) Explain various CMS issues. How they can be addressed?
 - (2) Explain various practices to be performed for Multilanguage Targeting
- Que-4(A) Attempt the following (04)
- (1) What is Image Search?
 - (2) Define Seasonality
 - (3) What is Keyword Research?
 - (4) Define: Domain Expertise
- Que-4(B) Answer the following (any one) (02)
- (1) Explain: Keyword Value
 - (2) What is Potential ROI?
- Que-4(C) Answer the following (any one) (03)
- (1) List various opportunities in vertical search
 - (2) Write a note on: Site Content Analysis
- Que-4(D) Answer the following (any one) (05)
- (1) Explain the concept of Feed Search. Giving suitable example, explain how to optimize it
 - (2) Explain in detail the concept of Keyword Research. List out useful tools.
- Que-5(A) Attempt the following (04)
- (1) Give full form: VR
 - (2) Digital business and E-Commerce are not similar: True/False
 - (3) Give full form: AR
 - (4) What is Block Chain Technology?
- Que-5(B) Answer the following (any one) (02)
- (1) What is Digital Business?
 - (2) List various Blockchain features
- Que-5(C) Answer the following (any one) (03)
- (1) Differentiate: AR v/s VR
 - (2) Elaborate the need for VR
- Que-5(D) Answer the following (any one) (05)
- (1) Write various opportunities in AR
 - (2) Explain how to track Blockchain origin giving suitable example
