

B.C.A Semester - 5 (CBCS) Examination**Oct/Nov. - 2018****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.
-

- Que-1 Attempt the following. (04)
- [A]
 1. SERP Stands for?
 2. PPC Stands for?
 3. When user view Google search result his eye track create _____.
 4. Search engine maximum used in China is _____.
- [B] Answer the following. (any one) (02)
1. Explain Eye Tracking.
 2. How “allintext:” and “inurl:” operator is work?
- [C] Answer the following: (any one) (03)
1. Explain Paid v/s Natural results.
 2. Explain Algorithm based ranking system.
- [D] Answer the following: (any one) (05)
1. Explain Different types of queries in detail.
 2. Explain Crawling and indexing in detail.
- Que-2 Attempt the following. (04)
- [A]
 1. QDD stands for.
 2. Nature of market affects SEO plan. (True or False)
 3. SEO is marketing function. (True or False)
 4. What is log file?
- [B] Answer the following: (any one) (02)
1. What is an E-Commerce sale?
 2. What is Benchmarking?
- [C] Answer the following: (any one) (03)
1. How can you use your business assets for SEO Planning?
 2. Explain the major element of SEO Planning.
- [D] Answer the following: (any one) (05)
1. Write note on SWOT analysis.
 2. Who are the players (process) of site development?
- Que-3 Attempt the following. (04)
- [A]
 1. Full form of TLD.
 2. JavaScript content will be crawled by Google. (True or False)
 3. Full form of PLD.
 4. Full form of CMS.
- [B] Answer the following. (any one) (02)
1. Explain Root Domains.
 2. What is Cloaking?

- [C] Answer the following. (any one) (03)
1. Explain Microsites in detail.
 2. Write a short note on “robots.tx”.
- [D] Answer the following. (any one) (05)
1. How cookies and Session ID is useful to control search engine access.
 2. Explain CMS issue in detail.
- Que-4 Attempt the following. (04)
- [A]
1. KEI stands for.
 2. ROI stands for. 0
 3. Adword is proprietary of which company?
 4. Google has announced Universal Search in ____ year?
- [B] Answer the following. (any one) (02)
1. What is Vertical Search?
 2. What is Blended Search?
- [C] Answer the following. (any one) (03)
1. What is RSS Feed Optimization?
 2. Explain Mobile search optimization.
- [D] Answer the following. (any one) (05)
1. Explain Keyword Targeting in detail.
 2. What is Google Trends? How it is use?
- Que-5 Attempt the following. (04)
- [A]
1. Google analytics is a success measuring tool. (True or False)
 2. Full from of LUI.
 3. Google launched in ____ year.
 4. Google support voice search? (True or False)
- [B] Answer the following. (any one) (02)
1. What is Local search?
 2. Explain Google blog search.
- [C] Answer the following. (any one) (03)
1. Explain enhancement of crawling process.
 2. Explain link building and link tracking.
- [D] Answer the following. (any one) (05)
1. Describe importance of new trends search.
 2. What is Google Analytics? How it is use?
