

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov. - 2018****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.
-

- Q-1(A) Attempt the following. (04)
- (1) As per study, searcher's eye movement focuses first _____ corner of the screen.
 - (2) _____ part of SERP layout offers to search on images, news and videos etc.
 - (3) What is full form of QDF?
 - (4) _____ uses the order of the search phrase to find related documents.
- Q-1(B) Attempt the following.(Any one) (02)
- (1) What is adaptive search?
 - (2) Differentiate paid v/s natural search
- Q-1(C) Attempt the following.(Any one) (03)
- (1) What are navigational queries?
 - (2) Explain vertical search.
- Q-1(D) Attempt the following.(Any one) (05)
- (1) Explain layout of standard SERP.
 - (2) What is crawling, indexing and ranking?
- Q-2(A) Attempt the following. (04)
- (1) What is full form of PPC?
 - (2) If you're trying to either protect your brand from negative results appearing on page 1 or push down already existing negative content, SEO for _____ is the only path to success.
 - (3) What is fullform of SWOT?
 - (4) In the concept of SMART objectives, "ss" refers to _____ objectives.
- Q-2(B) Attempt the following.(Any one) (02)
- (1) What is keyword cannibalization?
 - (2) Justify – "Content is King"
- Q-2(C) Attempt the following.(Any one) (03)
- (1) Justify – "Every SEO Plan is custom"
 - (2) What kind of technology decisions you should take during defining your site's architecture?
- Q-2(D) Attempt the following.(Any one) (05)
- (1) Explain SEO for Ecommerce sales in detail.
 - (2) Which element of the website should be audited during auditing an existing website to identify SEO problems?

- Q-3(A) Attempt the following. (04)
- (1) What is fullform of FQD?
 - (2) Content in <title> tags after_____ number of characters is probably given less weight by the search engines.
 - (3) In robots.txt file, _____directive is used to block robot from visiting particular directory.
 - (4) 301 redirect is _____ (Permanent or Temporary)
- Q-3(B) Attempt the following.(Any one) (02)
- (1) What is spiderable link structure?
 - (2) What is cloaking?
- Q-3(C) Attempt the following.(Any one) (03)
- (1) Write sample code of XML Sitemap file.
 - (2) Explain flat v/s deep site architecture in context to SEO.
- Q-3(D) Attempt the following.(Any one) (05)
- (1) Explore guidelines for optimizing domain name and URLs.
 - (2) What is long tail keyword targeting? Discuss in detail.
- Q-4(A) Attempt the following. (04)
- (1) _____ is a tool from Google which manages local business profile for a business.
 - (2) _____ is another name for universal search.
 - (3) What is full form of ROI in context to SEO?
 - (4) _____ tests involve creating two different versions of a page, and then selecting a version at random to show to a new visitor to the site.
- Q-4(B) Attempt the following.(Any one) (02)
- (1) Write any two guideline to optimize RSS feed?
 - (2) What is trending and seasonality in keyword demand?
- Q-4(C) Attempt the following.(Any one) (03)
- (1) Discuss any three image optimization tips in brief.
 - (2) What is competitive analysis in keyword research?
- Q-4(D) Attempt the following.(Any one) (05)
- (1) List different keyword research tools and explain any two.
 - (2) How can we optimize the local search?
- Q-5(A) Attempt the following. (04)
- (1) Blockchain is growing list of records, called blocks, which are linked using_____.
 - (2) _____ is an interactive computer-generated experience taking place within a simulated environment, that incorporates mainly auditory and visual, but also other types of sensory feedback like haptic.
 - (3) Digital Business and e-Commerce are similar. True or False?
 - (4) The primary value of augmented reality is that it brings components of the digital world into a person's perception of the real world. True or False?

- Q-5(B) Attempt the following.(Any one) (02)
(1) Explain blockchain features in brief.
(2) Discuss risk and barriers to digital business adoption.
- Q-5(C) Attempt the following.(Any one) (03)
(1) What is digital business?
(2) Explain opportunities for AR.
- Q-5(D) Attempt the following.(Any one) (05)
(1) Differentia VR and AR.
(2) Discuss : How blockchain works?
