

B.C.A Semester - 5 (CBCS) Examination**March/April– 2019****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(A) Answer the following questions. (04)

- (1) SEO stands for _____.
- (2) When user scan the SERP, their eye movements creates _____ shaped pattern.
- (3) Finding a good restaurant for dinner is a type of _____ query.
- (4) The concept of Universal Search is Universally known as _____ search.

Que-1(B) Answer any one question. (02)

- (1) What is eye tracking?
- (2) Define term Crawling and Indexing.

Que-1(C) Answer any one question. (03)

- (1) Explain basic elements of SERP.
- (2) Explain Link Analysis.

Que-1(D) Answer any one question. (05)

- (1) Explain different types of Searching Queries.
- (2) Explain Paid v/s Natural Search.

Que-2(A) Answer the following questions. (04)

- (1) Full form of ROI is _____.
- (2) _____ is the temporary page redirect.
- (3) In SWOT _____ is helpful and internal factor.
- (4) Usually maximum length of your title should not exceed _____ characters.

Que-2(B) Answer any one question. (02)

- (1) What is Bread Crumbing Navigation?
- (2) What is Keyword Cannibalization?

Que-2(C) Answer any one question. (03)

- (1) Explain SWOT analysis.
- (2) Explain 301 and 302 page redirects.

Que-2(D) Answer any one question. (05)

- (1) What are the Business factors that affect SEO plan?
- (2) Write a short note on Auditing a website for SEO planning.

Que-3(A) Answer the following questions. (04)

- (1) _____ tag is used for purpose of identifying and dealing with duplicate content.
- (2) _____ file is used for controlling what the spider are permitted to access on your site.
- (3) Full form of CMS is _____.
- (4) XML sitemap file will be generally uploaded in _____.

Que-3(B) Answer any one question. (02)

- (1) Explain XML SiteMap.
- (2) Explain use of Meta description tag.

Que-3(C) Answer any one question. (03)

- (1) State the difference between Flat and Deep site Architecture.
- (2) What is Cloacking? How it works?

- Que-3(D) Answer any one question. (05)**
(1) How to optimize for Domain Name/URL ?
(2) Write a short note on CMS.
- Que-4(A) Answer the following questions. (04)**
(1) The full form of KEI _____.
(2) We can have comparative study graph for two keywords through _____.
(3) List out any five Keyword research tools.
(4) For News search _____ is most important factor.
- Que-4(B) Answer any one question. (02)**
(1) Explain Mobile Search Optimization.
(2) What is Google Trends?
- Que-4(C) Answer any one question. (03)**
(1) Explain product Specific Optimization.
(2) What is traditional approach for keyword research?
- Que-4(D) Answer any one question. (05)**
(1) Explain Long Tail of keyword Demand Curve.
(2) Explain optimization process for News and blog Search.
- Que-5(A) Answer the following questions. (04)**
(1) _____ Crawling error is for object not found.
(2) _____ TLD (Top Level Domain) is used to target specific region like UK.
(3) What does the 301 server response Code signify?
(4) _____ file is used to store Click By Click information of your website.
- Que-5(B) Answer any one question. (02)**
(1) How measure search traffic?
(2) Why measuring success is essential for SEO?
- Que-5(C) Answer any one question. (03)**
(1) How we are getting more personalized and user influenced search?
(2) What are more searchable content and content types?
- Que-5(D) Answer any one question. (05)**
(1) Write a short note tying SEO to conversion and ROI.
(2) Describe importance of new trends search (local, mobile, voice recognition)
