

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov. - 2019****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.

Que-1(A) Attempt The Following (04)

- (1) Full form of PPC is _____
- (2) Full form of SERP is _____
- (3) When viewing a standard Google result page, user tends to create _____ shaped pattern with their eye movements.
- (4) Search engine can't see is AJAX (True/False)

Que-1(B) Attempt The Following (Any One) (02)

- (1) Explain: Adaptive Search
- (2) Explain: Organic Search Result

Que-1(C) Attempt The Following (Any One) (03)

- (1) Discuss: Searcher behavior in context to click tracking
- (2) Describe: Any three Google search operators

Que-1(D) Attempt The Following (Any One) (05)

- (1) Write a detail note on: Crawling, Indexing and Ranking
- (2) Write a detail note on: Analyzing Ranking Factors

Que-2(A) Attempt The Following (04)

- (1) Describe: SMART Objectives
- (2) 302 is _____ redirect (Permanent/Temporary)
- (3) Full form of ROI is _____
- (4) If you are trying to either protect your brand from negative results appearing on page one or push down already existing negative content, SEO for _____ is only path to success

Que-2(B) Attempt The Following (Any One) (02)

- (1) What is the use of Google Search Console
- (2) What is Keyword Cannibalization

Que-2(C) Attempt The Following (Any One) (03)

- (1) List and explain: Server Hosting Issues
- (2) List and describe: Business assets which can be leveraged for SEO

Que-2(D) Attempt The Following (Any One) (05)

- (1) Discuss in detail: SEO for reputation
- (2) Discuss: SWOT analysis in detail

Que-3(A) Attempt The Following (04)

- (1) Domain name should be kept as short as possible (True/False)
- (2) Full form of FQD is _____
- (3) Full form of TLD is _____
- (4) Javascript contents can be crawled by Google (True/False)

- Que-3(B) Attempt The Following (Any One) (02)**
(1) What is use of XML Sitemap
(2) What is indexable contents
- Que-3(C) Attempt The Following (Any One) (03)**
(1) Write any three SEO tips to target business for specific country
(2) List and explain: Common reason why page may not be reachable by crawler
- Que-3(D) Attempt The Following (Any One) (05)**
(1) Discuss: Duplicate content issue in detail
(2) Write a note on : Content Optimization
- Que-4(A) Attempt The Following (04)**
(1) Google Adword keyword planner displays the relative competitiveness of the keyword (True/False)
(2) ____ 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.
(3) _____ is a tool from Google which manages local business profile for a business.
(4) Google Analytics is paid tools from Google (True/False)
- Que-4(B) Attempt The Following (Any One) (02)**
(1) What is Blended Search
(2) What is Google Trends
- Que-4(C) Attempt The Following (Any One) (03)**
(1) Write: Tips to optimize video search
(2) Explain: Seasonal fluctuations
- Que-4(D) Attempt The Following (Any One) (05)**
(1) Write a note on: Leveraging the long tail of keyword demand
(2) Describe: Image optimization tips in detail
- Que-5(A) Attempt The Following (04)**
(1) VR can be utilized to training in simulated mode (True/False)
(2) Blockchain is growing list of records, called blocks, which are linked using _____
(3) Cryptocurrency is an application of blockchain technology (True/False)
(4) Digital Business and E-Commerce are similar (True/False)
- Que-5(B) Attempt The Following (Any One) (02)**
(1) What is: VR
(2) What is: Digital Business
- Que-5(C) Attempt The Following (Any One) (03)**
(1) Explain: AR in detail
(2) Explain: Digital Business Opportunities
- Que-5(D) Attempt The Following (Any One) (05)**
(1) Differentiate: AR and VR
(2) Write a detail note on : Block Chain Technology
