

**B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination****Feb/Mar. -2021 (NEW COURSE)****Search Engine Techniques & Digital Technology Trends(Core)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figures to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any three of the following questions.

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- Q.1 [A] Attempt The Following (03)
1. Users perform \_\_\_ searches with the intent of going directly to a specific website.
  2. \_\_\_ is popular search engine in Russia
  3. In analyzing ranking factors, \_\_\_ is based on a cumulative link analysis of all the links to the domain
- Q.1 [B] Attempt The Following (Any Two) (06)
1. What is vertical search?
  2. Explain: Types of queries
  3. What is Web Crawler
  4. Explain: how search engine driver commerce on the web
- Q.1[C] Attempt The Following (Any One) (05)
1. Explain: analyzing ranking factors
  2. How can we optimize for specific country?
- Q.2[A] Attempt The Following (03)
1. Full form of SERP is \_\_\_
  2. Use SEO for \_\_\_ tactic when you need to change minds of influence decisions/thinking around the subject
  3. Use SEO for \_\_\_ tactic when you have product/service that are directly for sale on your website
- Q.2[B] Attempt The Following (Any Two) (06)
1. Explain: SEO for reputation management
  2. What is SEO?
  3. Explain: Elements of audit to identify SEO problems in existing website.
  4. Why is it necessary to maintain timeline of site changes?
- Q.2[C] Attempt The Following (Any One) (05)
1. Explain: SEO for raw traffic in detail
  2. Explain: Business assets which can be leveraged for SEO
- Q.3[A] Attempt The Following (03)
1. URL should not be case sensitive to get SEO benefit (True/False)
  2. For URL descriptive text is better than numbers (True/False)
  3. Long domain names are best to get SEO benefits (True/False)
- Q.3[B] Attempt The Following (Any Two) (06)
1. What is permanent redirect?
  2. Explain: Website Monetization Methods
  3. How can we optimize Flash
  4. Explain: CMS issues
- Q.3[C] Attempt The Following (Any One) (05)
1. Explain: Query process in detail
  2. How can we optimize domain names

- Q.4[A] Attempt The Following (03)
1. Google trends is paid keyword research tool from google (True/False)
  2. Universal search is also called as \_\_
  3. Full form of PPC is \_\_
- Q.4[B] Attempt The Following (Any Two) (06)
1. What is seasonal fluctuation in keyword demand
  2. How can we optimize product search
  3. Explain: Any three keyword research tool
  4. How can we optimize for news search
- Q.4[C] Attempt The Following (Any One) (05)
1. How can we optimize for image search
  2. Discuss: Long tail of demand curve
- Q.5[A] Attempt The Following (03)
1. AR full form is \_\_
  2. VR full form is \_\_
  3. Decentralization is the characteristic of block chain (True/False)
- Q.5[B] Attempt The Following (Any Two) (06)
1. What is VR
  2. Explain: Digital business opportunities
  3. Explain: Opportunities in AR
  4. What are the risks in digital business adaptation
- Q.5[C] Attempt The Following (Any One) (05)
1. Differentiate: Digital business and E-Commerce
  2. Explain in detail: What is block chain technology

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