

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov-2021 (NEW COURSE)****Search Engine Techniques & 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) Answer the following questions. (03)
1. What is full form of SERP?
 2. Heat Map Testing results _____ Triangle.
 3. Write the name of Search Engine Components.
- Q.1(B) Answer the following questions. (Any Two) (06)
1. Explain Eye Tracking.
 2. Explain Country Specific Search Engine.
 3. How Search Engine drive e-Commerce?
 4. Explain Types of Queries.
- Q.1(C) Answer the following questions. (Any One) (05)
1. Explain Search Engine Components and its architecture.
 2. Write short note Ranking Factor.
- Q.2(A) Answer the following questions. (03)
1. What is Niche?
 2. Which type of information one can get from Analytics software?
 3. What is the result of SEO?
- Q.2(B) Answer the following questions. (Any Two) (6) (06)
1. Explain key elements of Ethical SEO.
 2. Explain how to use SEO for E-Commerce Sales
 3. Explain how to Assessing historical progress.
 4. Explain how to benchmarking current traffic sources.
- Q.2(C) Answer the following questions. (Any One) (05)
1. Write short note on Types of SEO.
 2. Explain how to Audit an Existing Site to Identify SEO Problems
- Q.3(A) Answer the following questions. (03)
1. What is Text Acquisition?
 2. Define Web Server.
 3. State website Monetization methods.
- Q.3(B) Answer the following questions. (Any Two) (6) (06)
1. Explain Search Engine Processing.
 2. How to optimize Flash content?
 3. Explain types of website.
 4. Explain how to optimize domain name or URL?
- Q.3(C) Answer the following questions. (Any One) (05)
1. Write short note on characteristics of userfriendly website.
 2. Explain how to use redirects and CMS with the perspective of SEO.
- Q.4(A) Answer the following questions.
1. What is vertical search?
 2. State name of three keyword research tools.
 3. Google's Adword keyword research tools search their keywords from _____ database.

- Q.4(B) Answer the following questions. (Any Two) (06)
1. Explain difference between short and long tail keyword.
 2. How to optimize for News, blog and feed search?
 3. Discuss effect of seasonality on keyword demand.
 4. How to optimize product and image search?
- Q.4(C) Answer the following questions. (Any One) (05)
1. Explain how keyword research tool is useful for SEO? Explain with two keyword research tool.
 2. Explain Mobile and multimedia search.
- Q.5(A) Answer the following questions. (03)
1. State types of e-Commerce.
 2. _____ means experiencing things through our computers, which really does not exist.
 3. A _____ is a decentralized, distributed and public digital ledger that is used to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network.
- Q.5(B) Answer the following questions. (Any Two) (06)
1. Explain Block Chain features.
 2. Explain opportunity for augmented reality.
 3. Explain history of Augmented Reality.
 4. Explain requirement of Virtual Reality.
- Q.5(C) Answer the following questions. (Any One) (05)
1. Explain Digital business opportunity.
 2. Write short note on how block chain works?
