

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2022 (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.
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- Que-1(A) Answer the following questions. **03**
1. _____ is an information retrieval system designed to help find information from web.
 2. Crawler is known as _____ also.
 3. List any five search engine names.
- Que-1(B) Answer the following questions. (Any Two) **06**
1. Explain types of queries.
 2. Explain how search engine working.
 3. Explain document analysis.
 4. How search engine drive e-commerce on web?
- Que-1(C) Answer the following questions. (Any One) **05**
1. Write short note on Ranking factor.
 2. Write short note on Country specific search.
- Que-2(A) Answer the following questions. **03**
1. _____ SEO involves all the on-site techniques you can employ to ensure a webpage will rank on a SERP.
 2. How to check whether the website is fully indexed or not?
 3. What type of information one can get from Analytics software?
- Que-2(B) Answer the following questions. (Any Two) **06**
1. How to understand Audience and Niche?
 2. Explain SEO for Raw Traffic.
 3. Explain why SEO plan should developed before Site development?
 4. Explain difference between black hat, white hat and grey hat SEO.
- Que-2(C) Answer the following questions. (Any One) **05**
1. Write short note on Auditing and existing website for SEO.
 2. Write short note on Benchmarking current indexing status and ranking.
- Que-3(A) Answer the following questions. **03**
1. State website monetization methods.
 2. _____ is full form of EDI.
 3. State tasks for query process.
- Que-3(B) Answer the following questions. (Any Two) **06**
1. Explain characteristics of user-friendly website.
 2. What is Redirect? What is 301 and 302 Redirect?
 3. Explain Search Engine Processing.
 4. Explain CMS issues on the perspective of SEO.

- Que-3(C) Answer the following questions. (Any One) **05**
1. Write short note on optimizing flash content on website.
 2. Write short note on website development process.
- Que-4(A) Answer the following questions. **03**
1. Give full form of ROI
 2. A _____ keyword is a phrase that contains 3 words or less.
 3. A _____ search engine is a search engine that is dedicated to a particular area of focus like image, news, video, shopping, etc.
- Que-4(B) Answer the following questions. (Any Two) **06**
1. Explain importance of keyword research.
 2. What is long tail keyword? Explain importance of long tail keyword.
 3. Explain how to optimize news search.
 4. Explain how to optimize image search.
- Que-4(C) Answer the following questions. (Any One) **05**
1. Explain how keyword research tool is useful for SEO. Explain any two-keyword research tool.
 2. Write short note on mobile/ multimedia search.
- Que-5(A) Answer the following questions. **03**
1. In _____ type of e-Commerce, there is transaction between customers to customer.
 2. _____ use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations.
 3. Define Virtual Reality.
- Que-5(B) Answer the following questions. (Any Two) **06**
1. Explain difference between digital business and e-Commerce.
 2. How Block chain work?
 3. Explain difference between Virtual and Augmented Reality.
 4. Explain Risk and barriers in Digital business.
- Que-5(C) Answer the following questions. (Any One) **05**
1. What is Block chain? Explain its features.
 2. Write short note on opportunities in Augmented Reality.
