

B.C.A Semester - 5 (Remedial) (CBCS) Examination**March/April-2022(Old Course)****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) Attempt the following	04
1. SERP Stands for?	
2. PPC Stands for?	
3. When user view the Google, search result his eye track create_____.	
4. Search engine maximum used in China is_____.	
Que-1(B) Answer the following: (any One)	02
1. Explain Eye Tracking.	
2. How “allintext:” and “inurl:” operator is work?	
Que-1(C) Answer the following: (any One)	03
1. Explain Paid v/s Natural results.	
2. Explain Algorithm based ranking system.	
Que-1(D) Answer the following: (any One)	05
1. Explain Different types of queries in detail.	
2. Explain Crawling and indexing in detail.	
Que-2(A) Attempt the following	04
1. QDD stands for.	
2. Nature of market affects SEO plan? (True or False)	
3. SEO is marketing function? (True or False)	
4. What is log file?	
Que-2(B) Answer the following: (any One)	02
1. What is an E-Commerce sale?	
2. What is Benchmarking?	
Que-2(C) Answer the following: (any One)	03
1. How can you use your business assets for SEO planning?	
2. Explain the major element of SEO Planning.	
Que-2(D) Answer the following: (any One)	05
1. Write note on SWOT analysis.	
2. Who are the players (process) of site development?	
Que-3(A) Attempt the following	04
1. Full form of TLD.	
2. JavaScript content will be crawled by Google? (True or False)	
3. Full from of PLD.	
4. Full from of CMS.	
Que-3(B) Answer the following: (any One)	02
1. Explain Root Domains.	
2. What is Cloaking?	
Que-3(C) Answer the following: (any One)	03
1. Explain Microsites in detail.	
2. Write a short note on “robots.txt”.	
Que-3(D) Answer the following: (any One)	05
1. How cookies and Session ID is useful to control search engine access.	
2. Explain CMS issue in detail.	

Que-4(A)	Attempt the following	04
1.	KEI stands for.	
2.	ROI stands for. ()	
3.	Adword is proprietary of which company?	
4.	Google has announced Universal Search in ____ year?	
Que-4(B)	Answer the following: (any One)	02
1.	What is Vertical Search?	
2.	What is Blended Search?	
Que-4(C)	Answer the following: (any One)	03
1.	What is RSS Feed Optimization?	
2.	Explain Mobile search optimization.	
Que-4(D)	Answer the following: (any One)	05
1.	Explain Keyword Targeting in detail.	
2.	What is Google Trends? How it is use?	
Que-5(A)	Attempt the following	04
1.	Google analytics is a success measuring tool? (True or False)	
2.	Full from of LUI.	
3.	Google launched in ____ year.	
4.	Google support voice search? (True or False)	
Que-5(B)	Answer the following: (any One)	02
1.	What is Local search?	
2.	Explain Google blog search.	
Que-5(C)	Answer the following: (any One)	03
1.	Explain enhancement of crawling process.	
2.	Explain link building and link tracking.	
Que-5(D)	Answer the following: (any One)	05
1.	Describe importance of new trends search.	
2.	What is Google Analytics? How it is use?	
