

B.C.A Semester - 3 (CBCS) Examination**Oct/Nov - 2022 [NEW COURSE]****Network Technology & Administration with SEO(Core)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1(A) Answer the Following question. (03)

1. Full form of TCP is ____.
2. Full form of IP is ____.
3. Full form of OSI is ____.

Q.1(B) Answer the following question. (Any Two) (06)

1. Write a short note on: CSMA/CD and CSMA/CA
2. Explain: Encryption and Compression
3. Explain: Types of Topologies
4. Explain: Various communication methods

Q.1(C) Answer the following question. (Any One) (05)

1. Describe in detail: OSI Reference Model
2. Explain: Fiber Optic, FDDI and CDDI

Q.2(A) Answer the Following question. (03)

1. TCP is connection ____ protocol.
2. IP is connectionless ____ protocol.
3. Full form of UDP is ____.

Q.2(B) Answer the Following question. (Any Two) (06)

1. Write a short note on: DHCP and UDP
2. Write a note on: Type of Routing
3. Write a note on: Type of IP and configuring IP in PC
4. Write a note on: IPv6

Q.2(C) Answer the Following question. (Any One) (05)

1. Describe in detail: IPv4 Addressing
2. Describe in detail: IPv4 Subnetting and Super netting

Q.3(A) Answer the Following Question. (03)

1. Full form of ISDN is ____.
2. Full form of VPN is ____.
3. Full form of CCTV is ____.

- Q.3(B) Answer the Following Question. (Any two) (06)
1. Describe: CCTV and GPS
 2. Describe: GPRS and ISDN
 3. Describe: Proxy Server and Firewall
 4. Describe: VPN and its advantages
- Q.3(C) Answer the Following question. (Any One) (05)
1. Write a detail note on: CIA Model
 2. Explain in detail: Security Methods
- Q.4(A) Answer the Following question. (03)
1. Full form of PPC is ____.
 2. Full form of SEO is ____.
 3. Full form of SWOT is ____.
- Q.4(B) Answer the Following question (Any Two) (06)
1. Write a note on: Crawling and Indexing
 2. Write a note on: Types of Queries
 3. Write a note on: Eye Tracking and Click Tracking
 4. Write a note on: SEO Goal and Objectives
- Q.4(C) Answer the Following question. (Any One) (05)
1. Explain in detail: SWOT Analysis.
 2. Explain in detail: Advance Search Techniques and Operators.
- Q.5(A) Answer the Following question. (03)
1. ROI means Right on Investment: [True/False]
 2. WordPress is CMS: [True/False]
 3. Best practice in SEO is ongoing task: [True/False]
- Q.5(B) Answer the Following question. (Any Two) (06)
1. Explain: Long Tail and Short Tail Keyword
 2. Explain: Flat and Deep Architecture
 3. Explain: Duplicate Content and Content Optimization
 4. Write a note on: Keyword Research Tools
- Q.5(C) Answer the Following question. (Any One) (05)
1. Write a detail note on: XML Sitemap, Keyword Targeting, Content Delivery
 2. Write a detail note on: Spider Control, Mobile Search and Vertical Search
