

B.C.A Semester - 5 (CBCS) Examination
Oct/Nov. - 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.

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- Question: 1 (A) Answer the following questions. (04)
- (1) Full form of QDF.
 - (2) Full form of PPC.
 - (3) When users view the Google search result his eye track create _____.
 - (4) Search Engine maximum used in china is _____.
- Question: 1 (B) Answer the following question. (Any one) (02)
- (1) Explain Paid v/s Natural Search.
 - (2) What are the basic elements of SERP?
- Question: 1 (C) Answer the following question. (Any one) (03)
- (1) Discuss Positive Ranking Factor in detail.
 - (2) Explain Document Analysis and Link analysis
- Question: 1 (D) Answer the following question. (Any one) (05)
- (1) Explain Different types of queries.
 - (2) Explain in details: Crawling, Indexing and Ranking.
- Question: 2 (A) Answer the following questions. (04)
- (1) Full form of SWOT.
 - (2) Full form of ROI.
 - (3) As per Google maximum number of internal link should be _____.
 - (4) How we can perform search engine health check for any website?
- Question: 2 (B) Answer the following question. (Any one) (02)
- (1) What are the major elements of SEO Planning?
 - (2) How to increase raw traffic by SEO?
- Question: 2 (C) Answer the following question. (Any one) (03)
- (1) Who are the players of site development?
 - (2) What is mean by lead generation and direct marketing?
- Question: 2 (D) Answer the following question. (Any one) (05)
- (1) Write note on website SWOT analysis.
 - (2) How you audit website to identify SEO Problems?
- Question: 3 (A) Answer the following questions. (04)
- (1) Usually maximum length of your title tag should not exceed _____ characters.
 - (2) Google displays up to _____ characters in Meta Description Tags.
 - (3) 302 are used for _____ redirects.
 - (4) Full form of SWF.
- Question: 3 (B) Answer the following question. (Any one) (02)
- (1) Difference between flat and Deep Architecture.
 - (2) What is cloaking?

- Question: 3 (C) Answer the following question. (Any one) (03)
- (1) Explain Microsite.
 - (2) Explain Robots.txt file.
- Question: 3 (D) Answer the following question. (Any one) (05)
- (1) Explain Optimization of Domain Names/URLs.
 - (2) Describe Keyword Targeting.
- Question: 4 (A) Answer the following questions. (04)
- (1) Long tail of search where _____ of search queries occur.
 - (2) Full form of UGC.
 - (3) Short tail Keywords also called _____.
 - (4) &as_qdr = d also called _____ in Google date range operator.
- Question: 4 (B) Answer the following question. (Any one) (02)
- (1) Difference between Long tail and Short tail Keywords.
 - (2) Explain Local Business Profile.
- Question: 4 (C) Answer the following question. (Any one) (03)
- (1) Explain Keyword Research Tools.
 - (2) Describe Trend, Seasonality, and Seasonal Fluctuations in keyword demand.
- Question: 4 (D) Answer the following question. (Any one) (05)
- (1) Describe Mobile, Video/Multimedia Search for futuristic need.
 - (2) Explain the theory behind keyword research with search demand curve.
- Question: 5 (A) Answer the following questions. (04)
- (1) Google launched in _____.
 - (2) Google has started finding links from JavaScript from _____.
 - (3) Google has given concept of scan books in _____.
 - (4) Full form of WMT is _____.
- Question: 5 (B) Answer the following question. (Any one) (02)
- (1) Explain link analysis.
 - (2) How to determine project ROI?
- Question: 5 (C) Answer the following question. (Any one) (03)
- (1) Explain Enhancement of Crawling Process.
 - (2) What is mean by Blogosphere? How can track it?
- Question: 5 (D) Answer the following question. (Any one) (05)
- (1) Explain Link-Building, Link Tracking, and Link-Based Metrics.
 - (2) Explain Analyzing Ranking Factors for the SEO.
