

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2023 (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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- Q.1(A) ANSWER THE FOLLOWING QUESTIONS. (03)
1. SE stands for
 2. Spider is a software component that traverses the web to gather information. (True/False)
 3. Google is the most popular search engine globally. (True / False)
- Q.1(B) ANSWER THE FOLLOWING QUESTIONS. (ANY TWO) (06)
1. What is search engine?
 2. What is web crawler?
 3. How search engine derive commerce on web.
 4. Explain Search Engine Components.
- Q.1(C) ANSWER THE FOLLOWING QUESTIONS. (ANYONE) (05)
1. Explain search engine architecture.
 2. Explain analysis of ranking factor.
- Q.2(A) ANSWER THE FOLLOWING QUESTIONS. (03)
1. SEO stands for _____
 2. On-Page SEO is the process of optimizing web page's html code. (True / False)
 3. Off-page SEO as everything you do outside of your website for rank higher. (True / false)
- Q.2(B) ANSWER THE FOLLOWING QUESTIONS. (ANY TWO) (06)
1. What is raw traffic?
 2. What is ethical SEO?
 3. Explain reputation management by SEO.
 4. Explain the ideological influence of SEO.
- Q.2(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain lead generation and digital marketing.
 2. Explain the mindshare and branding using SEO.
- Q.3(A) ANSWER THE FOLLOWING QUESTIONS. (03)
1. CMS stands for _____
 2. URL stands for _____
 3. Google mobile site tester to check how your website appears on mobile (True / False)
- Q.3(B) ANSWER THE FOLLOWING QUESTIONS. (ANY TWO) (06)
1. What is a website Monetization?
 2. What is a Web server?
 3. Explain issue of redirection in CMS.
 4. Explain optimization of domain name.
- Q.3(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain Search Engine Processing (3 – Task).
 2. Explain Query Process.

- Q.4(A) ANSWER THE FOLLOWING QUESTIONS. (03)
1. The number of inbound links to a page of a web site impact on page rank (True / False)
 2. Google Trends used to compare trends between keyword (True / False)
 3. All major search engines are case-sensitive (True / False)
- Q.4(B) ANSWER THE FOLLOWING QUESTIONS. (ANY TWO) (06)
1. What is a keyword density?
 2. What is a keyword? What is the role of a keyword in SEO?
 3. Explain different types of keyword.
 4. What is keyword proximity?
- Q.4(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain Key Word of Research Tools.
 2. Give Difference Long Tail & Short Tail.
- Q.5(A) ANSWER THE FOLLOWING QUESTIONS. (03)
1. The system augments the real-world scene. (True / False)
 2. VR requires at least a 50 Mbps connection. (True / False)
 3. VR is used to enhance fictional reality for the gaming world. (true / false)
- Q.5(B) ANSWER THE FOLLOWING QUESTIONS. (ANY TWO) (06)
1. What is Augmented Reality?
 2. What is digital business?
 3. What is blockchain technology?
 4. What is virtual reality?
- Q.5(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Give Difference between digital business and eCommerce.
 2. Give Difference between AR and VR.
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