

B.C.A Semester - 5 (Remedial) (CBCS) Examination**March/April-2023(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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- Q.1(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. SEO stands for
 2. PPC stands for
 3. SERP stands for
 4. Baidu is search engine. (true/false)
- Q.1(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. What is SEO?
 2. Explain blended search result.
- Q.1(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain organic search result.
 2. Give Difference paid v/s organic search result.
- Q.1(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain how SEO works.
 2. Explain advanced search techniques.
- Q.2(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. SWOT stands for _____
 2. Benchmarking Current Indexing Status SEO have an enormous task. (true/false)
 3. SEO reputation management uses SEO to improve the way brands. (true/false)
 4. promoting your ideas in the search results is ideological influence by SEO. (true/false)
- Q.2(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. What is SEO for e-commerce?
 2. What is raw traffic?
- Q.2(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain SEO for reputation management.
 2. What is benchmarking?
- Q.2(D) ANSWER THE FOLLOWING QUESTIONS (ANYONE) (05)
1. Explain SWOT analysis for website.
 2. Explain major elements for SEO planning.
- Q.3(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. All its web pages should have their own unique meta titles and descriptions. (true/false).
 2. You must ensure that the content on all your pages is not plagiarized. (true/ false)
 3. Images are added alt text for the crawlers to understand about images. (true/ false)
 4. An SEO-friendly website works on driving targeted traffic by itself 24×7. (true/false)
- Q.3(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. What is a sitemap?
 2. What is a robots.txt?

- Q.3(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain how to create the optimal information architecture for SEO.
 2. Explain Keyword targeting.
- Q.3(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain CMS issues in SEO.
 2. Explain best practice for Multilanguage targeting.
- Q.4(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. ROI stands for_____
 2. Indexing of the website is done by the spider in the search engine. (true/false)
 3. Keyword research helps you to improve competitiveness. (true or false)
 4. SEO can make SEM cost effective. (true/false)
- Q.4(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. What is keyword research?
 2. Why keyword research is necessary for SEO?
- Q.4(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. Explain how to optimize image search.
 2. Explain how to optimize local search.
- Q.4(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain site content analysis.
 2. Explain keyword research tool.
- Q.5(A) ANSWER THE FOLLOWING QUESTIONS. (04)
1. SEO is an enduring art form that is long-lasting & never-ending process. (true/false)
 2. Short-tail keywords are a maximum of three words. (true/false).
 3. the long-tail keywords will come naturally as part of the conversation. (true or false)
 4. The Ongoing Evolution of Search has come a long way, and will continue to progress at a faster and faster pace. (true/false)
- Q.5(B) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (02)
1. How do you measure traffic?
 2. Which metrics are related to search traffic?
- Q.5(C) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (03)
1. How Do You Calculate the ROI of SEO?
 2. What is a long tail keyword?
- Q.5(D) ANSWER THE FOLLOWING QUESTIONS. (ANY ONE) (05)
1. Explain voice recognition search.
 2. Explain Competitive and Diagnostic Search Metrics Key Performance.
