

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2023(Old Course)****CS-27 SEARCH ENGINE TECHNIQUES AND 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. (04)
1. SERP stands for _____.
 2. SEO stands for _____.
 3. PPC stands for _____.
 4. Universal search is also known as _____.
- Q.1(B) Answer the following questions. (ANY ONE) (02)
1. What is Crawling and Indexing?
 2. What is Organic search?
- Q.1(C) Answer the following questions. (ANY ONE) (03)
1. How Search Engines Drive Commerce on the Web?
 2. Explain: How Users Scan Results Pages?
- Q.1(D) Answer the following questions. (ANY ONE) (05)
1. How do you determine the intent of searcher? What are the different types of queries they are using?
 2. Explain Vertical Search Engines.
- Q.2(A) Answer the following questions. (04)
1. What is SWOT?
 2. CTR stands for _____.
 3. Technology choice is the major elements of planning? (True or False)
 4. QDD stands for _____.
- Q.2(B) Answer the following questions. (ANY ONE) (02)
1. What are the major elements of SEO planning?
 2. Explain SEO for eCommerce sale.
- Q.2(C) Answer the following questions. (ANY ONE) (03)
1. Briefly Explain Understanding Audience and Finding.
 2. Briefly Explain SEO for Raw Traffic.
- Q.2(D) Answer the following questions (ANY ONE) (05)
1. Explain SEO for Reputation Management.
 2. Explain SEO for Ideological Influence.
- Q.3(A) Answer the following questions. (04)
1. CMS stands for _____.
 2. KEI stands for _____.
 3. What is subdomain?
 4. What are the types of sitemap?
- Q.3(B) Answer the following questions. (ANY ONE) (02)
1. What is root domain?
 2. Give difference between flat and deep architecture.
- Q.3(C) Answer the following questions. (ANY ONE) (03)
1. Explain Redirects, Content Management System Issues.
 2. Explain Optimization of Domain Names/URLs.

- Q.3(D) Answer the following questions. (ANY ONE) (05)
1. Explain Content Delivery and Search Spider Control.
 2. Explain Optimizing Flash.
- Q.4(A) Answer the following questions. (04)
1. ROI stands for _____.
 2. XML stands for _____.
 3. What is keyword search?
 4. What is vertical search
- Q.4(B) Answer the following questions. (ANY ONE) (02)
1. Explain long tail keyword.
 2. What is site content analyses?
- Q.4(C) Answer the following questions (ANY ONE) (03)
1. Explain Optimizing for Image search.
 2. Explain Optimizing for product search.
- Q.4(D) Answer the following questions (ANY ONE) (05)
1. Explain Optimizing for local search.
 2. List all keyword research tools and explain any two in detail.
- Q.5(A) Answer the following questions. (04)
1. AR stands for _____.
 2. VR stands for _____.
 3. VRML stands for _____.
 4. What is digital business?
- Q.5(B) Answer the following questions. (ANY ONE) (02)
1. List out block chain features.
 2. List risk of digital business adoption.
- Q.5(C) Answer the following questions. (ANY ONE) (03)
1. Explain need of VR.
 2. Explain history of AR.
- Q.5(D) Answer the following questions. (ANY ONE) (05)
1. Differentiate: digital business v/s eCommerce.
 2. Explain processing requests with action objects.
