

B.Sc.(IT) Semester - 5 (CBCS) Examination
Oct/Nov. - 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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| Que-1(A) | Attempt The Following. | (04) |
| | <ol style="list-style-type: none">1. Full form of SEO is ____.2. Google is a search engine? (True/False)3. Bing is a search engine? (True/False)4. Yandex is a search engine? (True/False) | |
| Que-1(B) | Attempt The Following. (Any One) | (02) |
| | <ol style="list-style-type: none">1. Describe: Eye Tracking and Click Tracking2. Describe: Mission and Goal of Searching | |
| Que-1(C) | Attempt The Following. (Any One) | (03) |
| | <ol style="list-style-type: none">1. Explain: Types of Queries and SERP2. Explain: Crawling, Indexing and Ranking | |
| Que-1(D) | Attempt The Following. (Any One) | (05) |
| | <ol style="list-style-type: none">1. Write a note on: Advance Search Techniques2. Write a note on: Ranking Factor and Fresh Content | |
| Que-2(A) | Attempt The Following. | (04) |
| | <ol style="list-style-type: none">1. Full form of SWOT is ____.2. Define: Reputation Management3. Define: Raw Traffic Optimizing4. Define: Niche SEO | |
| Que-2(B) | Attempt The Following. (Any One) | (02) |
| | <ol style="list-style-type: none">1. Describe: SEO for Ideological Influence2. Describe: SEO for E-Commerce Sales | |
| Que-2(C) | Attempt The Following. (Any One) | (03) |
| | <ol style="list-style-type: none">1. Describe: Site development Process and Players2. Describe: SEO Plan, Audience and Finding Niche | |
| Que-2(D) | Attempt The Following. (Any One) | (05) |
| | <ol style="list-style-type: none">1. Explain: Benchmarking Indexing, Ranking, Traffic Sources2. Explain: SWOT Analysis | |
| Que-3(A) | Attempt The Following. | (04) |
| | <ol style="list-style-type: none">1. Define: Cookie2. Define: Session3. Define: Redirect4. Full form of ROI is ____ | |
| Que-3(B) | Attempt The Following. (Any One) | (02) |
| | <ol style="list-style-type: none">1. Define: Content Delivery2. Define: Spider Control | |
| Que-3(C) | Attempt The Following. (Any One) | (03) |
| | <ol style="list-style-type: none">1. Explain: Duplicate content, issues and controlling2. Explain: Root domain, subdomain and microsites | |

- Que-3(D) Attempt The Following. (Any One) (05)
1. Explain: Best Practices for Multilanguage and optimizing flash
 2. Explain: Optimizing Domain Name, URL, and CMS
- Que-4(A) Attempt The Following. (04)
1. Define: Keyword Research
 2. Define: Vertical Search
 3. Define: What is Blog
 4. Full form of RSS is ____
- Que-4(B) Attempt The Following (Any One) (02)
1. Describe: ROI, Short tail and Long tail keywords
 2. Describe: Keyword demand
- Que-4(C) Attempt The Following (Any One) (03)
1. Explain: Optimizing Image search
 2. Explain: Optimizing for Local search
- Que-4(D) Attempt The Following (Any One) (05)
1. Explain: Keyword Research Tools
 2. Explain: Opportunities in Vertical search
- Que-5(A) Attempt The Following (04)
1. Full form of VR is ____
 2. Full form of AR is ____
 3. Define: Block Chain is a website (True/False)
 4. Define: Block Chain is disadvantages to SEO (True/False)
- Que-5(B) Attempt The Following (Any One) (02)
1. Describe: Digital Business and E-commerce
 2. Explain: Digital Business Opportunities
- Que-5(C) Attempt The Following (Any One) (03)
1. Explain: Risk and Barrier to business adoption
 2. Explain: How Block Chain works and its feature
- Que-5(D) Attempt The Following (Any One) (05)
1. Explain: Needs of VR and its opportunities
 2. Explain: History of AR and its opportunities
