

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2024 (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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- Que-1(A) Answer following Questions (03)
- (1) _____ is popular search engine in Russia
 - (2) Paying a parking ticket is _____ type of queries.
 - (3) Full form of SERP.
- Que-1(B) Answer Any Two (06)
- (1) Explain Search engine components.
 - (2) Explain Country-Specific Search Engines.
 - (3) Explain Determining Searcher Intent: A Challenge for Both Marketers and Search Engines
 - (4) Explain Search Engine Architecture.
- Que-1(C) Answer Any One (05)
- (1) What are the different types of queries?
 - (2) Discuss Positive Ranking Factors in detail
- Que-2(A) Answer following Questions (03)
- (1) A _____ is more focussed subgroup of Broder market's audience target?
 - (2) 302 is _____ Redirection.
 - (3) Full form of ROI.
- Que-2(B) Answer Any Two (06)
- (1) Discuss White Hat vs Black Hat SEO.
 - (2) Discuss SEO for E-Commerce Sales.
 - (3) Explain Leveraging Business Assets for SEO.
 - (4) Discuss in details: SEO for Reputation Management.
- Que-2(C) Answer Any One (05)
- (1) Explain how determining top competitors.
 - (2) Write a short note on Auditing an Existing Site to Identify SEO Problems.
- Que-3(A) Answer following Questions (03)
- (1) Write full form of SEO.
 - (2) List out search engine processing tasks.
 - (3) Give full form of TLD in SEO.
- Que-3(B) Answer Any Two (06)
- (1) Explain Methods for Web Site Monetization
 - (2) Explain Web Page, Web Browser & Web Server
 - (3) Discuss Redirects, Content Management System (CMS) Issues
 - (4) Explain Search Engine Process.
- Que-3(C) Answer Any One (05)
- (1) Write a short note on Characteristics of User-Friendly Website.
 - (2) Explain how Optimizing Flash content for SEO.

- Que-4(A) Answer following Questions (03)
- (1) Conversion Rate is _____ in long tail keywords.
 - (2) Define Term: Keyword research.
 - (3) Full form of UGC.
- Que-4(B) Answer Any Two (06)
- (1) Explain difference between Long Tail & Short Tail keywords.
 - (2) Write short note on Vertical Search.
 - (3) Write short note on how to optimize video search.
 - (4) Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand.
- Que-4(C) Answer Any One (05)
- (1) Explain Optimizing for News, Blog and Feed Search
 - (2) Explain Traditional Approaches: Domain Expertise.
- Que-5(A) Answer following Questions (03)
- (1) Digital Business and e-commerce are similar. (True/False)
 - (2) AR Stands for _____ .
 - (3) Full form of VR.
- Que-5(B) Answer Any Two (06)
- (1) Explain difference between digital business and ecommerce
 - (2) Explain AR in details.
 - (3) Discuss risk and barriers to digital business adoption.
 - (4) Discuss Digital Business Opportunities.
- Que-5(C) Answer Any One (05)
- (1) Explain Block Chain Technology.
 - (2) Explain in detail : difference between AR and VR.
