

B.C.A Semester - 5 (Remedial) (CBCS) Examination**March/April-2024 (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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- Que-1(A) Answer the following questions. (04)
- (1) Full form of SERP.
 - (2) Full form of PPC
 - (3) Full form of CTR.
 - (4) Search Engine maximum used in china is _____.
- Que-1(B) Answer the following question. (Any one) (02)
- (1) What is Market Share of Search Engine?
 - (2) Difference between Paid Search and Natural Search.
- Que-1(C) Answer the following question. (Any one) (03)
- (1) Discuss Positive Ranking Factor in detail.
 - (2) Explain Link Analysis and Document analysis
- Que-1(D) Answer the following question. (Any one) (05)
- (1) Explain Different types of queries.
 - (2) Explain in details: Crawling, Indexing and Ranking.
- Que-2(A) Answer the following questions. (04)
- (1) Full form of SWOT.
 - (2) As per Google maximum number of internal link should be _____.
 - (3) How we can perform search engine health check for any website?
 - (4) Full form of ROI.
- Que-2(B) Answer the following question. (Any one) (02)
- (1) What are the major elements of SEO Planning?
 - (2) How to increase raw traffic by SEO?
- Que-2(C) Answer the following question. (Any one) (03)
- (1) Write note on website SWOT analysis.
 - (2) What is mean by lead generation and direct marketing?
- Que-2(D) Answer the following question. (Any one) (05)
- (1) Who are the players of site development?
 - (2) What are the Elements require for site audit?
- Que-3(A) Answer the following questions. (04)
- (1) Javascript content will be crawled by Google. (True/False)
 - (2) Website hosting plays an important role in SEO. (True/False)
 - (3) 302 are used for _____ redirects. (Temporarily / Permanent)
 - (4) Full form of CMS.
- Que-3(B) Answer the following question. (Any one) (02)
- (1) Difference between flat and Deep Architecture.
 - (2) What is cloaking?
- Que-3(C) Answer the following question. (Any one) (03)
- (1) Which factors require for our site become accessible to the search engine?
 - (2) Explain Robots.txt file.

- Que-3(D) Answer the following question. (Any one) (05)
- (1) Explain Root Domains, Subdomains, and Microsites.
 - (2) Describe Keyword Targeting.
- Que-4(A) Answer the following questions. (04)
- (1) Full form of KEI.
 - (2) Full form of UGC.
 - (3) Universal search is also known as _____.
 - (4) For image optimization we need proper copyright license. (True/False)
- Que-4(B) Answer the following question. (Any one) (02)
- (1) Difference between Long tail and Short tail Keywords.
 - (2) Explain Local Business Profile.
- Que-4(C) Answer the following question. (Any one) (03)
- (1) Explain Keyword Research Tools.
 - (2) Describe Trend, Seasonality, and Seasonal Fluctuations in keyword demand.
- Que-4(D) Answer the following question. (Any one) (05)
- (1) Describe Mobile, Video/Multimedia Search for futuristic need.
 - (2) Explain the theory behind keyword research with search demand curve.
- Que-5(A) Answer the following questions. (04)
- (1) Google launched in _____.
 - (2) Google supports voice search (True/False).
 - (3) _____ search engine is dominant player in market.
 - (4) Full form of WMT.
- Que-5(B) Answer the following question. (Any one) (02)
- (1) What is meant by 301 and 302 redirectors?
 - (2) How to determine project ROI?
- Que-5(C) Answer the following question. (Any one) (03)
- (1) Explain Enhancement of Crawling Process.
 - (2) What is mean by Blogosphere? How can track it?
- Que-5(D) Answer the following question. (Any one) (05)
- (1) Explain Link-Building, Link Tracking, and Link-Based Metrics.
 - (2) Explain Analyzing Ranking Factors for the SEO.
