

B.C.A Semester - 5 (CBCS) Examination**Oct/Nov.- 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.

-
- Que. 1(A) Attempt the following. (04)
1. _____ is the most popular search engine in China.
 2. What is Search Intent?
 3. Define Eye Tracking.
 4. Define Crawling.
- Que. 1(B) Attempt the following. (any one) (02)
1. Explain mission of search engine.
 2. Differentiate natural v/s paid search results.
- Que. 1(C) Attempt the following. (any one) (03)
1. Explain how to analyse various rank factors.
 2. What are the human goals of search engine?
- Que. 1(D) Attempt the following. (any one) (05)
1. Explain various algorithmic based ranking systems.
 2. Explain the features of vertical search engines.
- Que. 2(A) Attempt the following. (04)
1. Give full form: SEO
 2. What is E-commerce?
 3. What is Direct Marketing?
 4. Define Product Branding.
- Que. 2(B) Attempt the following. (any one) (02)
1. Which factors are considered in determining the top competitors?
 2. What is Reputation Management? How SEO is useful in it?
- Que. 2(C) Attempt the following. (any one) (03)
1. Explain how SEO is useful in ideological influence?
 2. Explain the usefulness of auditing an existing site.
- Que. 2(D) Attempt the following. (any one) (05)
1. Explain in detail: Benchmarking Current Indexing Status
 2. Explain giving example: Website SWOT Analysis
- Que. 3(A) Attempt the following. (04)
1. Give full form: CMS
 2. What is Content Optimization?
 3. What is Domain Name?
 4. Define Keyword Targeting.
- Que. 3(B) Attempt the following. (any one) (02)
1. What is Content Delivery?
 2. Explain the concept of Microsites.

- Que. 3(C) Attempt the following. (any one) (03)
1. How duplicate content issues can be resolved?
 2. Explain various practices for country targeting.
- Que. 3(D) Attempt the following. (any one) (05)
1. Write in detail basic issues to be dealt with CMS.
 2. Explain in detail: Optimal Information Architecture
- Que. 4(A) Attempt the following. (04)
1. What is Blog?
 2. Give full form: ROI
 3. What is Feed Search?
 4. What is Keyword Research?
- Que. 4(B) Attempt the following. (any one) (02)
1. What is Local Search? How can it be optimized?
 2. List various keyword research tools. Explain any one.
- Que. 4(C) Attempt the following. (any one) (03)
1. Explain the process of performing site content analysis.
 2. What is Keyword Demand? How can it be leveraged?
- Que. 4(D) Attempt the following. (any one) (05)
1. Explain how seasonal fluctuations impact keyword demand.
 2. Explain how to optimize image search practice giving example.
- Que. 5 (A) Attempt the following. (04)
1. What is Voice Recognition Search?
 2. What is Search Traffic?
 3. Define Competitive Matrix.
 4. SEO is becoming an enduring art form: True/False
- Que. 5 (B) Attempt the following. (any one) (02)
1. Explain how search traffic can be measured.
 2. Explain the on-going evolution of search.
- Que. 5 (C) Attempt the following. (any one) (03)
1. Note down various indicators for Long Tail SEO.
 2. What is searchable content? Give an example.
- Que. 5 (D) Attempt the following. (any one) (05)
1. Explain the importance of Measuring Success for the SEO Process.
 2. Explain the role of SEO in increasing the market share of the product.
