

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov.- 2024 (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)
1. What is Crawling?
 2. Define Indexing.
 3. What is Search Intent?
 4. Google is a prominent search engine in all the countries: True/False
- Que. 1(B) Answer the following. (Any One) (02)
1. What are the basic human goals of Searching?
 2. What is Fresh Content? Why it is important?
- Que. 1(C) Answer the following. (Any One) (03)
1. Explain: Eye Tracking
 2. Explain how to determine the User Intent.
- Que. 1(D) Answer the following. (Any One) (05)
1. Write in detail giving example: Advanced Search
 2. Explain in detail the role of search engine in promoting Commerce on the Web.
- Que. 2(A) Attempt the following. (04)
1. What is Lead Generation?
 2. Give full form: SWOT
 3. Define: Raw Traffic
 4. What is Historical Progress?
- Que. 2(B) Answer the following. (Any One) (02)
1. Explain the importance of developing SEO Plans.
 2. Explain basic SEO goals.
- Que. 2(C) Answer the following. (Any One) (03)
1. Explain how SEO can increase E-commerce sales?
 2. Explain how to leverage business assets for SEO.
- Que. 2(D) Answer the following. (Any One) (05)
1. Explain in detail how to define site's Information Architecture.
 2. Explain the role of SEO in building reputation and branding of products.
- Que. 3(A) Attempt the following. (04)
1. What is Root Domain?
 2. Define: Microsite
 3. Give full form: URL
 4. Give full form: CMS

- Que. 3(B) Answer the following. (Any One) (02)
1. Explain how to optimize the domain name.
 2. Explain: Search Spider Control
- Que. 3(C) Answer the following. (Any One) (03)
1. Explain in detail: Content Optimization
 2. Write the importance of creating optimal Information Architecture
- Que. 3(D) Answer the following. (Any One) (05)
1. Write in detail about the best practices for Multilanguage/Country targeting.
 2. Discuss how to address duplicate content issues.
- Que. 4(A) Attempt the following. (04)
1. What is Keyword Research?
 2. Give full form: ROI
 3. Define: Vertical Search
 4. What is Feed Search?
- Que. 4(B) Answer the following. (Any One) (02)
1. Explain how to optimize Local Search
 2. Which impacts do seasonal fluctuations have on Keyword Search?
- Que. 4(C) Answer the following. (Any One) (03)
1. What is Keyword Demand? How to leverage the long tail of Keyword Demand?
 2. Explain optimizing the Product Search and its benefits.
- Que. 4(D) Answer the following. (Any One) (05)
1. Elaborate in detail: various keyword research tools
 2. Explain the process and importance of Site Content Analysis.
- Que. 5 (A) Attempt the following. (04)
1. Give full form: AR
 2. Give full form: VR
 3. What is Digital Business?
 4. Digital Business doesn't contain business risk: True/False
- Que. 5 (B) Answer the following. (Any One) (02)
1. Differentiate: Digital Business and E-commerce
 2. Explain various Block Chain features.
- Que. 5 (C) Answer the following. (Any One) (03)
1. Differentiate: AR and VR
 2. Explain various opportunities in Digital Business.
- Que. 5 (D) Answer the following. (Any One) (05)
1. Explain in detail giving example: how Block Chain works
 2. Explain giving example: Importance of using VR
