

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov - 2025 (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 the following questions. (03)
- 1) List out search engine names.
 - 2) Image query is supported by google search engine. (True / False)
 - 3) SERP stands for _____.
- Que. 1 (B) Answer the following questions. (ANY TWO) (06)
- 1) How search engine works? Explain.
 - 2) What is web crawler? Explain.
 - 3) Explain Analysing Ranking Factors.
 - 4) Explain Search Engine Architecture.
- Que. 1 (C) Answer the following questions. (ANY ONE) (05)
- 1) Explain Country specific search.
 - 2) Explain Types of Queries.
- Que. 2 (A) Answer the following questions. (03)
- 1) What is SEO?
 - 2) List out types of SEO.
 - 3) How to check whether the website is fully indexed or not?
- Que. 2 (B) Answer the following questions (ANY TWO) (06)
- 1) Explain SEO for Reputation Management.
 - 2) Explain ethical SEO.
 - 3) Explain ideological influence of SEO.
 - 4) Explain SEO for Raw Traffic.
- Que. 2 (C) Answer the following questions. (ANY ONE) (05)
- 1) Explain the mindshare and branding using SEO.
 - 2) Explain Identifying Current Server Statistics Software and Gaining Access.
- Que. 3 (A) Answer the following questions. (03)
- 1) What is a Web server?
 - 2) What is Web Page?
 - 3) What is Web Browser?
- Que. 3 (B) Answer the following questions. (ANY TWO) (06)
- 1) Explain Optimization of Domain Names/URLs.
 - 2) Explain Web Developer Tools.
 - 3) Explain Web Site Monetization.
 - 4) What is Redirect? What is 301 and 302 Redirect?
- Que. 3 (C) Answer the following questions. (ANY ONE) (05)
- 1) Explain Search Engine Processing.
 - 2) Explain Web Site Designing and Web Developer Process

- Que. 4 (A) Answer the following questions. (03)
- 1) What is ROI?
 - 2) What is Key Word Research?
 - 3) What is Long Tail?
- Que. 4 (B) Answer the following questions. (ANY TWO) (06)
- 1) Explain Optimizing for News, Blog and Feed Search.
 - 2) Explain Short Tail Keyword Research.
 - 3) What is Trending & Seasonality? Explain it.
 - 4) Explain Domain Expertise.
- Que. 4 (C) Answer the following questions (ANY ONE) (05)
- 1) Explain Mobile, Video/Multimedia Search.
 - 2) Explain Optimizing for Product Search.
- Que. 5 (A) Answer the following questions. (03)
- 1) What is digital business?
 - 2) E-Commerce is subset of _____.
 - 3) _____ is the first digital currency which is used in blockchain.
- Que. 5 (B) Answer the following questions (ANY TWO) (06)
- 1) Explain risk and barrier to digital business adoption.
 - 2) What is the need of virtual reality?
 - 3) Differentiate digital business and ecommerce.
 - 4) Explain opportunities for augmented reality
- Que. 5 (C) Answer the following questions (ANY ONE) (05)
- 1) Explain blockchain technology.
 - 2) Write a note on AR and VR.
