

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2026 (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) Attempt following questions. (03)
1. What is Search Engine?
 2. Crawler is also known as _____.
 3. Google is a Search Engine. (True / False)
- Que.1(B) Attempt following. (Attempt any two) (06)
1. Explain Web Crawler in brief.
 2. Explain Search Engine Components.
 3. How Search Engines Drive Commerce on the Web?
 4. What are the different types of queries?
- Que.1(C) Attempt following. (Attempt any one) (05)
1. Explain Search Engine Architecture in detail.
 2. Write note on Ranking Factor.
- Que.2(A) Attempt following questions. (03)
1. What is SEO?
 2. Benchmarking Current Indexing Status SEO has an enormous task. (True / False)
 3. Promoting your ideas in the search results is ideological influence by SEO. (True / False)
- Que.2(B) Attempt following. (Attempt any two) (06)
1. What is Raw Traffic?
 2. Explain key elements to Ethical SEO.
 3. Explain the Ideological Influence of SEO.
 4. Explain Reputation Management by SEO.
- Que.2(C) Attempt following.(Attempt any one) (05)
1. Explain auditing an existing site to identify SEO problems.
 2. Explain lead generation and direct marketing for SEO.
- Que.3(A) Attempt following questions. (03)
1. What is Web Browser?
 2. What is Web Server?
 3. CMS stands for _____.
- Que.3(B) Attempt following. (Attempt any two) (06)
1. Explain issue of redirection in CMS.
 2. Explain optimization of domain name.
 3. Explain website Monetization.
 4. Explain types of Web Site.
- Que.3(C) Attempt following.(Attempt any one) (05)
1. Explain search engine processing task in detail
 2. Write short note on Optimizing Flash content on Web Site.

- Que.4(A) Attempt following questions. (03)
1. All major search engines are case-sensitive. (True / False)
 2. Google Trends used to compare trends between keyword. (True / False)
 3. ROI stands for _____.
- Que.4(B) Attempt following. (Attempt any two) (06)
1. How to Optimize Product Search?
 2. How to Optimize Image Search?
 3. How to Optimize Feed Search?
 4. Differentiate Long Tail V/S Short Tail
- Que.4(C) Attempt following.(Attempt any one) (05)
1. Write short note on Mobile / Multimedia Search.
 2. How keyword research tool is useful for SEO? Explain any two keyword research tool.
- Que.5(A) Attempt following questions. (03)
1. AR stands for _____.
 2. VR stands for _____.
 3. VR is used to enhance fictional reality for the gaming world. (True / False)
- Que.5(B) Attempt following. (Attempt any two) (06)
1. Explain risk and barriers to digital business adoption.
 2. Explain brief history of AR.
 3. Explain digital business opportunities in brief.
 4. Explain opportunities for AR.
- Que.5(C) Attempt following. (Attempt any one) (05)
1. What is Block Chain Technology? How it Work? Explain in detail.
 2. Differentiate Digital Business V/S Ecommerce.
