



24CS-BCAP-SE-04-04002

Seat No. _____

BACHELOR OF COMPUTER APPLICATION-CS Examination
BCA - CS SEMESTER-4 APRIL 2026 (NEP) APRIL - 2026
CS-27: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 11

Subject Code : 24CS-BCAP-SE-04-04002

Time : 1 Hours]

[Total Marks : 25

- Q.1 Attempt any two of the following. 10
- (1) Explain how people search in search engine and how search engine drive commerce.
 - (2) What do you mean by eye tracking and click tracking? Explain with natural and paid result.
 - (3) Explain SEO objective and goals.
 - (4) Explain major elements of planning.
- Q.2 Attempt any two of the following. 10
- (1) Explain how to make site accessible to search engine.
 - (2) Explain domain name optimization.
 - (3) Explain content optimization
 - (4) Explain redirects.
- Q.3 Attempt any one of the following. 5
- (1) What is keyword research ?Explain traditional approaches and keyword research tools.
 - (2) How to measure search traffic and tying SEO to conversion and ROI

::: END OF EXAM :::