



PAR-003-0003509

Seat No. _____

B. C. A. (Sem. V) (CBCS) Examination
October / November - 2018
CS - 27 : Web Searching Technology &
Search Engine Optimization

Faculty Code : 003

Subject Code : 0003509

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- 1 (a) Attempt the following objective questions : 4
- (1) SERP stands for
 - (2) QDF stands for
 - (3) Initially Crawler are based on _____.
 - (4) When user view the Google search result his eye track create _____.
- (b) Answer in brief : (any one) 2
- (1) What is Click Tracking ?
 - (2) Explain crawling in detail.
- (c) Answer in detail : (any one) 3
- (1) Explain different types of queries in detail.
 - (2) Explain any three Advanced Search Operators in detail.
- (d) Write note on following : (any one) 5
- (1) Explain Vertical Search in Detail.
 - (2) Explain Components of Search Engine Result Pages.

- 2 (a) Attempt the following objective questions : 4
- (1) PPC stands for
 - (2) ROI stands for
 - (3) What is Log file tracking ?
 - (4) What is Page Load Time ?
- (b) Answer in brief : (any **one**) 2
- (1) What are the strategic goals SEO ?
 - (2) What is Temporary Redirects ?
- (c) Answer in detail : (any **one**) 3
- (1) Explain Business factors that affects the SEO plan.
 - (2) Explain SWOT analysis in detail.
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- (d) Write note on following : (any **one**) 5
- (1) Explain Structural Decisions in Detail.
 - (2) Explain different elements of SEO audit in detail.
- 3 (a) Attempt the following objective questions : 4
- (1) SIFR stands for
 - (2) XML sitemap will be uploaded in _____.
 - (3) What is Microsites ?
 - (4) What is frames ?
- (b) Answer in brief : (any **one**) 2
- (1) What are good and bad redirects ?
 - (2) When use subdomain and subfolder ?

- (c) Answer in detail : (any **one**) 3
- (1) Explain Robots.txt file with suitable example.
 - (2) Difference between flat architecture v/s deep architecture.
- (d) Write note on following : (any **one**) 5
- (1) What is Sitemap ? Explain different types of sitemap files in detail.
 - (2) List out the places that can be used for keyword targeting.
- 4 (a) Attempt the following objective questions : 4
- (1) What is Keyword Research ?
 - (2) What is Short Tail Keyword ?
 - (3) What is Sticky Post ?
 - (4) What is Local Guide ?
- (b) Answer in brief : (any **one**) 2
- (1) Explain different types of testing technique.
 - (2) Explain Blog Optimization in detail.
- (c) Answer in detail : (any **one**) 3
- (1) Explain Long Tail Keyword Demand in detail.
 - (2) Explain Video Search Optimization in detail.
- (d) Write note on following : (any **one**) 5
- (1) Explain any two keyword research tool in detail.
 - (2) Explain news, blog and feed search optimization process in detail.

- 5 (a) Attempt the following objective questions : 4
- (1) What is blogosphere ?
 - (2) What is reputation monitoring ?
 - (3) What is User Interaction ?
 - (4) What is Voice-Recognition Search ?
- (b) Answer in brief : (any **one**) 2
- (1) Explain Tracking Cycle in detail.
 - (2) What is Crawl Efficiency ?
- (c) Answer in detail : (any **one**) 3
- (1) Explain project ROI in detail.
 - (2) Explain mobile search in detail.
- (d) Write note on following : (any **one**) 5
- (1) What is action tracking ? Explain action tracking activities in detail.
 - (2) How search engine expert would survive increased market saturation and competition.