



23SI-BCAP-SE-04-04002

Seat No. _____

BACHELOR OF COMPUTER APPLICATION Examination

BCA Semester - 4 APRIL 2025 (Regular) APRIL - 2025

CS-27: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 03

Subject Code : 23SI-BCAP-SE-04-04002

Time : 1 Hours]

[Total Marks : 25

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|---------|--|---|
| Q.1 (A) | Explain human goals of searching. | 5 |
| Q.1 (B) | Explain algorithm based ranking system. | 5 |
| | OR | |
| Q.1 (A) | Explain search engine result. | 5 |
| Q.1 (B) | Explain the market share of search engine. | 5 |
| Q.2 (A) | Explain duplicate content issues controlling with session and cookies. | 5 |
| Q.2 (B) | Explain Optimal Information Architecture. | 5 |
| | OR | |
| Q.2 (A) | Explain delivery and search spider control. | 5 |
| Q.2 (B) | Explain Optimization of Domain Names. | 5 |
| Q.3 | Explain Keyword Research Tools. | 5 |
| | OR | |
| Q.3 | Explain Opportunities in Vertical Search. | 5 |