



003-3034003

Seat No. _____

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BCA (2022) Semester - 4 BACHELOR OF COMPUTER APPLICATION (W.E.F. 2022) Examination

April - 2025

CS-21 WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 003

Subject Code : 003-3034003

Time : 2.30Hours]

[Total Marks : 70

- Q- (A) Attempt the follow 4
- 1 1 SEO stands for ____.
- 2 SERP stands for ____.
- 3 The Main Goal of Search Engine is ____.
- 4 PPC stands for ____.
- (B) Answer in brief : (Any One) 2
- 1 Explain Eye Tracking.
- 2 Explain Internal Linking.
- (C) Answer in detail : (Any One) 3
- 1 Explain Analyzing Ranking Factors in details.
- 2 Difference between Paid Search and Free Search.
- (D) Write a note on following question : (Any One) 5
- 1 Explain Click Tracking in details.
- 2 Explain Algorithm-Based Ranking Systems in details.
- Q- (A) Attempt the follow 4
- 2 1 What is On page optimization ?
- 2 What is keyword cannibalization?
- 3 What is E-Commerce Sales ?
- 4 What is External Linking ?
- (B) Answer in brief : (Any One) 2
- 1 What is Raw Traffic ?
- 2 Explain SWOT Analysis.

- (C) Answer in detail : (Any One) 3
- 1 Explain Site information architecture.
 - 2 Explain Benchmarking Current Indexing Status.
- (D) Write a note on following question : (Any One) 5
- 1 Explain Leveraging Business Assets for SEO.
 - 2 Explain about the study of your top competitors in SEO.
- Q- (A) Attempt the follow 4
- 3
- 1 CMS stands for _____.
 - 2 What is Cookie ?
 - 3 What is Session ID?
 - 4 XML stands for _____.
- (B) Answer in brief : (Any One) 2
- 1 What is Pagination in SEO?
 - 2 What is robots.txt file ?
- (C) Answer in detail : (Any One) 3
- 1 Difference between Flat architecture and deep architecture.
 - 2 What is redirect? Explain in details.
- (D) Write a note on following question : (Any One) 5
- 1 Explain Keyword Targeting in detail.
 - 2 Explain Content Optimization in detail.
- Q- (A) Attempt the follow 4
- 4
- 1 What is keyword research?
 - 2 What is long tail of keyword ?
 - 3 What is short tail of keyword ?
 - 4 Keyword research is important in _____.
- (B) Answer in brief : (Any One) 2
- 1 Explain Domain Expertise.
 - 2 Explain keyword research tool? Explain any one in detail.
- (C) Answer in detail : (Any One) 3
- 1 Explain Blog, and Feed Search, News in SEO Optimizing.
 - 2 Explain optimizing of Mobile search & multimedia search.

(D) Write a note on following question : (Any One)

5

- 1 Explain Vertical Search.
- 2 Explain long tail of keyword demand curve in detail.

Q- (A) Attempt the follow

4

5

- 1 What is Search Traffic ?
- 2 What is Market Competition ?
- 3 What is Diagnostic Search Metrics?
- 4 What is Web Analytics ?

(B) Answer in brief : (Any One)

2

- 1 What is Voice Recognition Search ?
- 2 What is Market Saturation ?

(C) Answer in detail : (Any One)

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- 1 Explain The Ongoing Evolution of Search.
- 2 Explain Increasing Importance of Local, Mobile Search.

(D) Write a note on following question : (Any One)

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- 1 Explain Measuring Search Traffic.
- 2 Explain Indicators for Long Tail SEO.