003-003509

B.C.A. (CBCS) Sem.-V Examination
December-2014
CS-27 : Web Searching Technology & Search Engine Optimization

Faculty Code : 003
Subject Code : 003509

Time : 2½ Hours]   [Total Marks : 70

1. Attempt **all** MCQ answer :   20

    (1) Google launched in
         (a)⊷ 1999   (b)   2000
         (c)   2001   (d)   2002

    (2) Meaning of citation is
         (a)⊷ To give reference   (b)   To give opinion
         (c)   To give preference   (d)   None

    (3) Which is not vertical search engines ?
         (a)   Google MAP   (⑥) Google drive⊷
         (c)   Image   (d)   Video

    (4) What is "breadcrumb" navigation ?
         (a)   Good hyper links
         (b)   Path mention according to the visit of pages
         (c)   Multiple Links
         (⊛) All of the above

    (5) Which type of work will be carried out in SEO for reputation management ?
         (a)   Social media   (b)   Blogger
         (⊛) Both (a) and (b)   (d)   None

    (6) Give one example of term "Content behind form".
         (a)   Text box •   (b)   Option button
         (⊛) Combo box   (d)   Check box

    (7) Which of the following change will affects SEO plan ?
         (a)   URL change •
         (b)   change in product
         (c)   change in management policy
         (⊛) All of above

(8) Full form of KEI is

    (a)   Keyword Eye Index

    (b)   Keen Eye Index

    (c)   Knowledge Effectiveness Index

    (♦)   Keyword Effectiveness Index

(9) What does mean by doorway pages ?

    (a)   special pages   (b)   popup without links

    (c)   ~~popup with~~ links   (d)   None of the above ●

(10) To get the list of sites updated in last 5 days we need to add _____ phases at end of search term url in Google.

    (a)   &as_qdr=m5   (●)   &as_qdr=d5

    (c)   &as_qdr=y5   (d)   &as_qdr=w

(11) The full form of QDF is

    (●)   Query deserve freshness   (b)   Query divine freshness

    (c)   Queen directed Form   (d)   None

(12) Initially crawlers are based only on

    (a)   images   (●)   keyword analysis

    (c)   videos   (d)   news

(13) Which of the following is not a measurement of search traffic in e-commerce site ?

    (a)   add to cart button   (b)   save to with list

    (c)   e- payment   (d)   complete check out

(14) Which of the below is not a image optimization site ?

    (a)   ~~clipcart~~   (b)   flicker

    (c)   tumblr   (d)   instagram

(15) xml sitemap file will be generally uploaded in

    (a)   ~~root directory~~   (b)   xml folder

    (c)   images folder   (d)   web directory

(16) For news search _____ is the most important factor.

    (a)   length   (♥)   freshness

    (c)   matter   (d)   None of the above

(17) Google supports _____ characters in meta description tag.

    (a)   140   (b)   150

    (c)   160   (d)   170

(18) If we want our site target in specific region like UK which TLD should be used
- (a) .london
- (b) .in
- (c) .us
- (d) .uk

(19) Search engine maximum used in China is _____
- (a) Google
- (b) baidu
- (c) yahoo
- (d) bing

(20) When user view the Google search result his eye track create _____
- (a) M-shaped ⌣
- (b) G-shaped
- (c) F-shaped
- (d) W- shaped

2. (a) Attempt any **three** : 6
- (1) Explain eye tracking in brief.
- (2) Write note on website SWOT analysis.
- (3) Explain link analysis.
- (4) What is importance of SEO working for E-commerce ?
- (5) What is meant by 301 and 302 redirectors ?
- (6) Explain search engine result page.

(b) Attempt any **three** : 9
- (1) Define : Search engine and search engine optimization.
- (2) Explain common types of searches in IR.
- (3) Explain advanced search techniques.
- (4) Describe server statistics software.
- (5) What are the traditional approaches for keyword research ?
- (6) How sites become accessible to search engine ?

(c) Attempt any **two** : 10
- (1) How do you determine the intent of searcher ? What are the different types of queries they are using ?
- (2) Explain in detail : Crawling, Indexing and ranking.
- (3) Explain Business factors that affect the SEO Plan.
- (4) Discuss on leveraging the long tail of keyword demand.
- (5) What is meant by keyword research ? How it is useful ? Which are the different keyword search tools available in market ? Explain any one.

3. (a) Attempt any **three** : 6
- (1) Explain flat V/s. deep architecture.
- (2) What is clocking ? When to use it and how ?
- (3) How to hide text in images ?
- (4) How to optimize website for local search ?
- (5) How to measure search traffic ?
- (6) How we are getting search more personalized and user influenced ?

(b) Attempt any **three** :   9

    (1) How to optimize domain name/URL ?

    (2) What are the prominent places to keyword targeting.

    (3) Explain optimization process for News , Blog and Fed search.

    (4) Explain following : Crawling, blogsphere, Robot traffic.

    (5) How to determine project ROI ?

    (6) Explain CMS in brief.

(c) Attempt any **two** :   10

    (1) How search engine optimization can survive under increased market saturation and competition ?

    (2) What do you mean by keyword cannibalization ? How to fix the problem of internal linking ?

    (3) What's a Cookie ? What is session ID ? Why would you want to use Cookies or Session IDs to control Search Engine Access ?

    (4) Explain Analyzing Ranking Factors for the SEO.

    (5) Explain following terms :

        (i) Image search optimization

        (ii) Product search optimization

        (iii) Blog search optimization

        (iv) Mobile search

        (v) Video search