



**HCN-003-003509** Seat No. \_\_\_\_\_

**B. C. A. (Sem. V) (CBCS) Examination**

**October – 2017**

**CS-27 : Web Searching Technology &  
Search Engine Optimization**

*(New Course)*

**Faculty Code : 003**

**Subject Code : 003509**

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

[Total Marks : 70

**1** Answer the following questions : **20**

- 1) What is SEO ?
- 2) What is Informational Queries ?
- 3) What is On Page Optimization ?
- 4) What is Search Query Box ?
- 5) What is Spider ?
- 6) What is Keyword research ?
- 7) What is Sitemaps ?
- 8) What is Duplicate Content ?
- 9) What is Vertical Search ?
- 10) What is Action Tracking ?
- 11) Which search engine maximum is used in India ?
- 12) XML Sitemap will be generally uploaded in .....
- 13) Universal search is also known as .....

- 14) When user view the Google search result his eye track create .....
- 15) Give any two names of search engine
- 16) PPC stands for
- 17) ROI stands for
- 18) KEI stands for
- 19) SERP stands for
- 20) QDF stands for

**2 (a) Attempt the following questions : (any three) 6**

- 1) Define term Crawling, Indexing.
- 2) Difference between 301 and 302 redirects
- 3) What is Meta Search ?
- 4) What is Keyword Cannibalization ?
- 5) What is Link neighbourhood ?
- 6) What is Click Tracking ?

**(b) Attempt the following questions : (any three) 9**

- 1) Explain Different types of Queries.
- 2) Explain Business Factor that affects SEO Plan.
- 3) What is SWOT Analysis ? How it is helpful in SEO ?.
- 4) Write short note on Link Analysis.
- 5) Explain Image optimization for SEO.
- 6) Explain flat v/s deep site architecture.



- (c) Attempt the following questions : (any **two**) **10**
- 1) Explain various components of search engine result pages.
  - 2) Explain Advance Google Search Operators in detail.
  - 3) Explain the Major Elements of SEO Planning.
  - 4) Explain Keyword research tool. Explain any three in detail.
  - 5) How to make your site accessible to search engine ?
- 3 (a) Attempt the following questions : (any **three**) **6**
- 1) What is KEI ? Explain it.
  - 2) Write short note on analyzing ranking factor.
  - 3) How to optimize domain name/URL ?
  - 4) What is E-Commerce Sales ?
  - 5) Explain how to do optimization for domain names.
  - 6) What is clocking ? When to use it and how ?
- (b) Attempt the following questions : (any **three**) **9**
- 1) Write short note on robots.txt file
  - 2) What is A/B test ? What is its use ?
  - 3) Explain Paid v/s Natural search.
  - 4) Describe server Statistics software.
  - 5) How you audit website to identify SEO Problems ?
  - 6) Discuss on Leveraging the Long Tail of Keyword Demand.

(c) Attempt the following questions : (any two) 10

- 1) What is CMS ? List out the issues to consider while using CMS.
- 2) Describe importance of new trends search.
- 3) Discuss Optimization process for News, Blog and Feed search.
- 4) Write short note on Tying SEO to conversion and ROI.
- 5) Give importance of local, mobile and voice recognition search.