



**JX-003-0003509**

Seat No. 50179

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

**October - 2019**

**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 Question : 4
- 1 SEO Stands for.
  - 2 Initially Crawler are based on \_\_\_\_\_.
  - 3 Which search engine most popular in India ?
  - 4 Universal Search is also known as \_\_\_\_\_.
- (B) Answer in brief : (any One) 2
- 1 What is Adaptive Search ?
  - 2 Explain Indexing.
- (C) Answer in detail : (any One) 3
- 1 Explain Eye Tracking Technique.
  - 2 Explain any three Advanced Search Operators in detail.
- (D) Write note on following : (any One) 5
- 1 Explain Different types of Queries in detail.
  - 2 Explain Analyzing Ranking factor in detail.
- 2 (A) Attempt the following objective Question : 4
- 1 ROI Stands for.
  - 2 QDD Stands for.
  - 3 What is breadcrumb navigation ?
  - 4 SEO Team deserves to be \_\_\_\_\_.
- (B) Answer in brief : (any One) 2
- 1 What is web Traffic ?
  - 2 What market Segmentation ?

- (C) Answer in detail : (any One) 3
- 1 Explain SWOT Analysis in detail.
  - 2 Explain Business Factor that affects the SEO plan.
- (D) Write note on following : (any One) 5
- 1 Explain Structural Decisions in detail.
  - 2 Explain Different Element of SEO audit in detail.
- 3 (A) Attempt the following objective Question : 4
- 1 CDN Stands for.
  - 2 PLD Stands for.
  - 3 XML Sitemap file are usually available in \_\_\_\_\_.
  - 4 What is Microsites ?
- (B) Answer in brief : (any One) 2
- 1 What is Deep Site Architecture ?
  - 2 What A/B Split Testing.
- (C) Answer in detail : (any One) 3
- 1 How can we make a site more accessible ?
  - 2 What is Duplicate Content ? List out the various issues.
- (D) Write note on following : (any One) 5
- 1 What is CMS ? List out the issues to consider while using CMS.
  - 2 What are Cookies and Session Ids ? How do Search Engines Interpret Cookies And Session Id ?
- 4 (A) Attempt the following objective Question : 4
- 1 What is Keyword Research ?
  - 2 What is Short Tail Keyword ?
  - 3 What is Local Guide ?
  - 4 KEI Stands for.
- (B) Answer in brief : (any One) 2
- 1 What is Keyword Density Analysis ?
  - 2 What is Blog Optimization ?

- (C) Answer in detail : (any One) 3
- 1 Explain Traditional Approach for keyword Research.
  - 2 Explain Image optimization for SEO.
- (D) Write note on following : (any One) 5
- 1 Explain any two Keyword Research Tool in detail.
  - 2 Explain News, Blog and Feed Search in Detail.
- 5 (A) Attempt the following objective Question : 4
- 1 Define Reputation Monitoring ?
  - 2 Define Blogosphere ?
  - 3 Define Voice-Recognition Search ?
  - 4 Define User Interaction ?
- (B) Answers in brief : (any One) 2
- 1 What is Action Tracking ?
  - 2 What is Voice-Recognition Search.
- (C) Answer in detail : (any One) 3
- 1 Explain Different way of analyzing a website.
  - 2 Discuss the growth in search complexity.
- (D) Write note on following : (any One) 5
- 1 How can we determine Project ROI ? Explain its Elements.
  - 2 How Search Engine expert would survive increased market saturation and Competition.