



MAK-003-0003509-N Seat No. \_\_\_\_\_

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

**December - 2020**

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

*(New Course)*

**Faculty Code : 003**

**Subject Code : 0003509**

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

[Total Marks : 70

**Instruction** : Attempt any five questions

- 1 (A) Attempt the following objective Question : 4
- (1) SEO Stands for
  - (2) When user view the Google search Result his eye track create \_\_\_\_\_.
  - (3) Initially Crawler are based on \_\_\_\_\_.
  - (4) Universal Search is also known as \_\_\_\_\_.
- (B) Answer in brief : 2
- (1) What is Click Tracking?
- (C) Answer in brief : 3
- (1) Explain Different types of Queries in detail
- (D) Write note on following : 5
- (1) Explain Components of Search Engine Result Pages
- 2 (A) Attempt the following objective Question : 4
- (1) CTR Stands for
  - (2) SERP Stands for
  - (3) Google was launched in \_\_\_\_\_
  - (4) What is shopping search?
- (B) Answer in brief : 2
- (1) What is Document analysis?

- (C) Answer in brief : 3  
 (1) Explain Vertical search in detail?
- (D) Write note on following : 5  
 (1) What is searching? Explain its goals in detail
- 3 (A) Attempt the following objective Question : 4  
 (1) What is breadcrumb navigation?  
 (2) What is Log file tracking?  
 (3) What is a Doorway page?  
 (4) What is Page Load Time?
- (B) Answer in brief : 2  
 (1) What are the Strategic goals of SEO?
- (C) Answer in brief : 3  
 (1) Explain SWOT Analysis in detail
- (D) Write note on following : 5  
 (1) Explain Site's Information Architecture in detail
- 4 (A) Attempt the following objective Question : 4  
 (1) What is web traffic?  
 (2) ROI Stands for  
 (3) What is page content?  
 (4) What is keyword Research?
- (B) Answer in brief : 2  
 (1) What is an E-Commerce Sale?
- (C) Answer in brief : 3  
 (1) Explain various secrets of competitor's Website.
- (D) Write note on following : 5  
 (1) Explain Elements of a SEO Audit in detail
- 5 (A) Attempt the following objective Question : 4  
 (1) What is Microsites?  
 (2) What is iframes?  
 (3) SIFR Stands for  
 (4) PLD Stands for
- (B) Answer in brief : 2  
 (1) What A/B Split Testing

- (C) Answer in brief : 3  
 (1) What is Duplicate Content? List out the various issues
- (D) Write note on following : 5  
 (1) What is Sitemap? Explain Different types of Sitemap files in detail
- 6 (A) Attempt the following objective Question : 4  
 (1) What is connected link structures ?  
 (2) What is mobile sitemap?  
 (3) What is Pagination?  
 (4) What is Subdomain?
- (B) Answer in brief : 2  
 (1) What is root domain?
- (C) Answer in brief : 3  
 (1) List out the elements of site that are problematic to search engine
- (D) Write note on following : 5  
 (1) Explain Various Elements of sitemap file in detail
- 7 (A) Attempt the following objective Question : 4  
 (1) What is Content analysis?  
 (2) What is Sticky Post?  
 (3) What is Short Tail Keyword?  
 (4) What is Local Guide?
- (B) Answer in brief : 2  
 (1) Explain Keyword Density Analysis.
- (C) Answer in brief : 3  
 (1) Explain Traditional Approach for keyword Research
- (D) Write note on following : 5  
 (1) Explain Keyword Research tool in detail
- 8 (A) Attempt the following objective Question : 4  
 (1) What is blog search count?  
 (2) What is related terms?  
 (3) KEI stands for.  
 (4) RSS stands for

- (B) Answer in brief : 2  
 (1) What is landing page optimization?
- (C) Answer in brief : 3  
 (1) What are holiday related keywords? Explain in detail
- (D) Write note on following : 5  
 (1) Explain opportunities of vertical search in detail
- 9 (A) Attempt the following objective Question : 4  
 (1) What is Branded search Traffic search?  
 (2) What is Blogosphere?  
 (3) Google has given concept of scanning book from \_\_\_\_\_  
 (4) Local Search provide results based on user's \_\_\_\_\_
- (B) Answer in brief : 2  
 (1) Explain Robot Traffic Analysis
- (C) Answer in brief : 3  
 (1) Explain Different way of analyzing a website
- (D) Write note on following : 5  
 (1) What is Action Tracking? Explain Action Tracking Activities in detail
- 10 (A) Attempt the following objective Question : 4  
 (1) What is total site traffic ?  
 (2) What is lead generation?  
 (3) What is branding value?  
 (4) What is branded?
- (B) Answer in brief : 2  
 (1) What is analytics Dashboards?
- (C) Answer in brief : 3  
 (1) Explain Common analytics mistakes in detail
- (D) Write note on following : 5  
 (1) Explain the importance of local, mobile and voice recognition search