



**DCC-003-003509**

Seat No. \_\_\_\_\_

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

**May / June - 2015**

**CS-27 Web Searching Technology and Search  
Engine Optimization (New Course)**

**Faculty Code : 003**

**Subject Code : 003509**

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

[Total Marks : 70

**SECTION - I**

1 Select the appropriate choice from given answers.

(1) Full form of SEO is

(A) Search Engine Optimization

(B) Search Engine Organization

(C) Search Engine Operation

(D) None

(2) Full form of SERP is

(A) Search Engine Retrieval Pages

(B) Search Engine Result Pages

(C) Search Engine Remuneration Pages

(D) Search Engine Removed Pages

(3) Search engine maximum used in South Korea is:

(A) Google

(B) Naver

(C) Baidu

(D) Bing

- (4) In SMART, S stands for \_\_\_\_\_
- (A) Strategy                      (B) Strength  
(C) SWOT                          (D) Specific
- (5) Meaning of doorway pages is
- (A) Popup with links      (B) Popup without links  
(C) Specific pages          (D) Special pages
- (6) To search for 1 meter equals centimeter is a type of \_\_\_\_\_ query
- (A) Transactional              (B) Navigational  
(C) Informational              (D) None
- (7) For what web analytics can be used?
- (A) To know num of unique visitors  
(B) Traffic trending up or down  
(C) Most popular search term to find you  
(D) All of these
- (8) To get the list of sites updated in past 5 weeks, what we need to add at the end of search term URL in google?
- (A) &as\_qdr=week5      (B) &as\_qdr=5w  
(C) &as\_qdr=w5          (D) All of these
- (9) What can give us comparative study graph for two websites?
- (A) Yahoo!mail                  (B) Google trends  
(C) Gmail                          (D) Microsoft

- (10) Full form of ROI is \_\_\_\_\_
- (A) Resume On Investment
  - (B) Return On Investment
  - (C) Reward On Investment
  - (D) None
- (11) Microsoft has given support to XML site maps from \_\_\_\_\_.
- (A) 2001
  - (B) 2006
  - (C) 2007
  - (D) 2008
- (12) Use of inanchor:
- (A) To search related terms
  - (B) To search num of anchor tags
  - (C) Anchor text keyword restricted search
  - (D) Title keyword restricted search
- (13) How many characters does google support in meta description tag?
- (A) 165
  - (B) 160
  - (C) 155
  - (D) 256
- (14) In which year, Google has announced Universal Search?
- (A) 2007
  - (B) 2006
  - (C) 1996
  - (D) 2012

- (15) Universal search is also known as \_\_\_\_\_.
- (A) Unique search      (B) Blended search  
(C) Black out search      (D) Video search
- (16) Task of crawling is performed by \_\_\_\_\_.
- (A) Hyper links      (B) Anchor tag  
(C) Spiders      (D) None
- (17) Serving different versions of a page to search engine and the human visitors is called \_\_\_\_\_.
- (A) Cloaking      (B) Faking  
(C) Clocking      (D) None
- (18) Which of the following is the illegal way of SEO?
- (A) link building      (B) Creating doorway pages  
(C) Writing meta tags      (D) All of these
- (19) Which of the following are the ways of Optimizing the images?
- (A) Minimizing the size of image  
(B) Writing alt tags  
(C) Hosting images on subdomains  
(D) All of these
- (20) \_\_\_\_\_ is the process of fetching all the web pages linked to a website.
- (A) Indexing      (B) Accessing  
(C) Processing      (D) Crawling

## SECTION - II

- 2 (A) Answer the following : **(Any three)** **06**
- (1) Discuss in brief: F-shaped eye tracking
  - (2) What is the meaning of "Doorway pages"?
  - (3) Explain adaptive search.
  - (4) What is "bounce rate" and "Time on site"?
  - (5) Explain use of –keyword, +keyword and "key phrase".
  - (6) list all business assets can be used for SEO and explain any one of them.
- (B) Answer the following : **(Any three)** **9**
- (1) Explain indexing and crawling.
  - (2) Explain any two types of queries in detail.
  - (3) Describe SMART
  - (4) Explain factors to be considered in structural decisions of SEO.
  - (5) Explain keyword cannibalization.
  - (6) How top competitors can be determined.
- (C) Answer the following : **(Any two)** **10**
- (1) Explain major elements of planning.
  - (2) Explain Advanced Google search operators.
  - (3) Explain visibility, web site traffic and High ROI in context to Strategic goals of SEO.
  - (4) What is SWOT analysis? Describe with a proper example.
  - (5) Discuss: what content a search engine can see on a web page?

- 3 (A) Answer the following : (Any three) 6**
- (1) Explain implementation of SEO for reputation management.
  - (2) Explain wordtracker tool in brief.
  - (3) How to avoid duplicate content on your own site?
  - (4) Why measuring success is essential to the SEO process?
  - (5) Explain local business profile.
  - (6) Describe voice-recognition search.
- (B) Answer the following : (Any three) 9**
- (1) Discuss Google's AdWords keyword tool and traffic estimator.
  - (2) Explain: Cookie and Session ID.
  - (3) Explain search engine robot traffic analysis.
  - (4) Explain news search optimization.
  - (5) How to determine keyword value/potential ROI.
  - (6) What is CMS? How to pick up the right CMS?
- (C) Answer the following : (Any two) 10**
- (1) Explain traditional approaches for keyword research.
  - (2) Discuss Search engine — friendly navigation guidelines.
  - (3) How to measure the search traffic?
  - (4) Explain optimization of image search.
  - (5) How Search Engine Optimizer can survive under increased market saturation and competition?