



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

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

**October / November - 2016**

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

**Faculty Code : 003**

**Subject Code : 003509**

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

[Total Marks : **70**

**1** Fill in the blanks :

**20**

- (1) When user scan the Result Pages, their eye movement creates \_\_\_\_\_ shaped pattern.
- (2) The full form of PPC is \_\_\_\_\_.
- (3) In \_\_\_\_\_ search, the result is displaying by integrating images, videos, and results from other vertical search properties directly into the main web search results.
- (4) \_\_\_\_\_ search operator will list web pages that are "similar" to a specified web page.
- (5) The full form of ROI is \_\_\_\_\_.
- (6) In SWOT Analysis, \_\_\_\_\_ is helpful and external attribute.
- (7) \_\_\_\_\_ is the temporary redirect.
- (8) To get the results of search query for last 8 months, use \_\_\_\_\_ parameter at the end of the result page URL.
- (9) The full form of KEI is \_\_\_\_\_.
- (10) The website having \_\_\_\_\_ site Architecture require a minimal number of clicks to access any given page.

(11) \_\_\_\_\_ file is used to for controlling what the spiders are permitted to access on your site.

(12) \_\_\_\_\_ tag is used for purposes of identifying and dealing with duplicate content.

(13) \_\_\_\_\_ reinforces your internal hierarchical linking structure with keyword-rich text links.

(14) Google employs a different spider for the mobile web is \_\_\_\_\_.

(15) The formula for SEO ROI is \_\_\_\_\_.

(16) The practice of showing one version of content on a URL to search engines, and another different version to human visitors of the same URL is known as \_\_\_\_\_.

(17) "Online pay bill" is \_\_\_\_\_ type of query.

(18) \_\_\_\_\_ attribute is used when the pages you want to block the bots from accessing.

(19) \_\_\_\_\_ is where sites are kept till they get mature enough to be included in the top rankings for a particular keyword.

(20) \_\_\_\_\_ file is used to store click by click information of your website.

**2 (a) Attempt any **three** :** **6**

- (1) Write the steps to comprise the search process.
- (2) What is one box Result?
- (3) What is link neighbourhood ?
- (4) State the business factors require considering at the time of preparing SEO Plan ?
- (5) State the difference between 301 and 302 redirects.
- (6) What is keyword cannibalization ?

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

- (1) Explain basic elements of SERP.
- (2) What search engine crawler can see ?
- (3) What is SWOT Analysis ?
- (4) What are the major elements for SEO planning ?
- (5) How can you use your business assets for SEO planning ?
- (6) What is the traditional approach for keyword research ?

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

- (1) Explain Paid V/s Natural results.
- (2) Write short note on Ranking Factors.
- (3) Write short note on Audit of Website for SEO Planning.
- (4) Explain any two Keyword Research tool.
- (5) How to make your site accessible to search engine ?

**3** (a) Attempt any **three** : **6**

- (1) Explain Long Tail of Keyword Demand Curve.
- (2) What is KEI ? Explain.
- (3) What is Google Trends? What is its use ?
- (4) What is Microsites ? When should you consider for microsite ?
- (5) How cookies and Session ID is useful to control search engine access ?
- (6) Explain mobile search optimization.

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

- (1) What is A/B test ? What is its use ?
- (2) State the difference between flat and deep architecture.
- (3) Explain how to do optimization for domain names.
- (4) How can you target specific country ?
- (5) How to optimize your website for product search ?
- (6) Explain enhancement of crawling process.

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

- (1) Explain keyword targeting.
- (2) Write short note on content optimization.
- (3) Write short note on robots.txt file.
- (4) Write short note on Tying SEO to conversion and ROI.
- (5) Describe importance of new trends search.  
(mobile, video, voice recognition)

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