



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)
