



HCN-003-003509 Seat No. _____

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

October – 2017

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

(New Course)

Faculty Code : 003

Subject Code : 003509

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

[Total Marks : 70

1 Answer the following questions : **20**

- 1) What is SEO ?
- 2) What is Informational Queries ?
- 3) What is On Page Optimization ?
- 4) What is Search Query Box ?
- 5) What is Spider ?
- 6) What is Keyword research ?
- 7) What is Sitemaps ?
- 8) What is Duplicate Content ?
- 9) What is Vertical Search ?
- 10) What is Action Tracking ?
- 11) Which search engine maximum is used in India ?
- 12) XML Sitemap will be generally uploaded in
- 13) Universal search is also known as

- 14) When user view the Google search result his eye track create
- 15) Give any two names of search engine
- 16) PPC stands for
- 17) ROI stands for
- 18) KEI stands for
- 19) SERP stands for
- 20) QDF stands for

- 2** (a) Attempt the following questions : (any **three**) **6**
- 1) Define term Crawling, Indexing.
 - 2) Difference between 301 and 302 redirects
 - 3) What is Meta Search ?
 - 4) What is Keyword Cannibalization ?
 - 5) What is Link neighbourhood ?
 - 6) What is Click Tracking ?
- (b) Attempt the following questions : (any **three**) **9**
- 1) Explain Different types of Queries.
 - 2) Explain Business Factor that affects SEO Plan.
 - 3) What is SWOT Analysis ? How it is helpful in SEO ?
 - 4) Write short note on Link Analysis.
 - 5) Explain Image optimization for SEO.
 - 6) Explain flat v/s deep site architecture.

(c) Attempt the following questions : (any **two**) **10**

- 1) Explain various components of search engine result pages.
- 2) Explain Advance Google Search Operators in detail.
- 3) Explain the Major Elements of SEO Planning.
- 4) Explain Keyword research tool. Explain any three in detail.
- 5) How to make your site accessible to search engine ?

3 (a) Attempt the following questions : (any **three**) **6**

- 1) What is KEI ? Explain it.
- 2) Write short note on analyzing ranking factor.
- 3) How to optimize domain name/URL ?
- 4) What is E-Commerce Sales ?
- 5) Explain how to do optimization for domain names.
- 6) What is cloaking ? When to use it and how ?

(b) Attempt the following questions : (any **three**) **9**

- 1) Write short note on robots.txt file
- 2) What is A/B test ? What is its use ?
- 3) Explain Paid v/s Natural search.
- 4) Describe server Statistics software.
- 5) How you audit website to identify SEO Problems ?
- 6) Discuss on Leveraging the Long Tail of Keyword Demand.

(c) Attempt the following questions : (any **two**) **10**

- 1) What is CMS ? List out the issues to consider while using CMS.
 - 2) Describe importance of new trends search.
 - 3) Discuss Optimization process for News, Blog and Feed search.
 - 4) Write short note on Tying SEO to conversion and ROI.
 - 5) Give importance of local, mobile and voice recognition search.
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