



HB-003-003509

Seat No. _____

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

May / June - 2017

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

Faculty Code : 003

Subject Code : 003509

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

[Total Marks : 70

1 Attempt the following : 20

- (1) _____ search engine has highest market share in China.
- (2) What is the use of "site:" operator in Google?
- (3) QDD stands for _____.
- (4) The term "Breadcrumb Navigation" refers to?
- (5) Adward research tool is a proprietary of _____ Company.
- (6) What is cloaking?
- (7) _____ is an important factor for News Search.
- (8) Explain the term "crawl errors"?
- (9) Initially crawlers are based only on _____.
- (10) Who is the dominant player in search engine market?
- (11) What does the 301 server response code signifies?
- (12) Which shape is created when user view the Google search result?
- (13) Full Form of KEI is _____
- (14) _____ format of date range operator is used to get list of sites updated in past 5 months.
- (15) XML sitemap file will be generally uploaded in?
- (16) Google supports _____ characters in Meta description tag.

- (17) Explain the term "Link Neighbourhood".
- (18) What is Log file?
- (19) Full form of SWOT is _____.
- (20) List out different types of searches in Vertical Search Engine.

- 2 (A) Attempt any Three : 6**
- (1) Explain eye tracking techniques in brief.
 - (2) Define the terms organic search and paid search.
 - (3) What are 301 and 302 redirects?
 - (4) Explain keyword research process.
 - (5) How to access historical progress of your site? Explain it.
 - (6) Write a note on link analysis.
- (B) Attempt any Three : 9**
- (1) Difference between flat architecture v/s deep architecture.
 - (2) List out and explain common types of searches in IR.
 - (3) Write a note on XML Sitemap.
 - (4) What are different types of crawling error can occur and how to measure it?
 - (5) Explain advanced searching techniques.
 - (6) What are traditional approaches for keyword research?
- (C) Attempt any two : 10**
- (1) Explain robots.txt file in detail.
 - (2) Explain analyzing ranking factors for the SEO.
 - (3) How SEO can survive under increased market saturation and competition?
 - (4) What is CMS? How it can be used?
 - (5) Explain different types searches can be done in vertical search engines.

- 3 (A) Attempt any three : 6**
- (1) Explain the concept of Cloaking.
 - (2) What to use Domains, Sub domains and Micro sites ?
 - (3) How to optimize websites for local search.
 - (4) Explain local business profile.
 - (5) What is keyword Cannibalization?
 - (6) Explain Dominance of Google.
- (B) Attempt any three : 9**
- (1) Write a note on SWOT Analysis.
 - (2) Difference between Organic v/s Paid Search results.
 - (3) How to determine project ROI?
 - (4) How to optimize Domain name / URL?
 - (5) Describe server statistics software.
 - (6) What are prominent places to keyword targeting?
- (C) Attempt any two : 10**
- (1) What are cookies and session ID? How they can be used to control search engine access?
 - (2) Explain the use of keyword research with any of the two tools available in the market.
 - (3) Write a short note on SMART Plan.
 - (4) Describe importance of new trends search.
 - (5) Discuss on leveraging the long tail of keyword demand.
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