



**MCR-003-003509**

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

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

May / June - 2018

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

*(New Course)*

**Faculty Code : 003**

**Subject Code : 003509**

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

[Total Marks : 70

**1 Do as Directed : 20**

- (1) What is SEO ?
- (2) RSS stands for \_\_\_\_\_.
- (3) What is CTR ?
- (4) CMS stands for \_\_\_\_\_.
- (5) What is TLD ?
- (6) SWOT stands for \_\_\_\_\_.
- (7) What is Pingback ?
- (8) SERP stands for \_\_\_\_\_.
- (9) What is Relevance ?
- (10) PPC stands for \_\_\_\_\_.
- (11) What is Dynamic URL ?
- (12) ROI stands for \_\_\_\_\_.
- (13) What is Keyword Cannibalization ?
- (14) SIFR Stands for \_\_\_\_\_
- (15) What is Lead generation ?
- (16) \_\_\_\_\_ is permanent and \_\_\_\_\_ is temporary redirect.
- (17) What is Shared IP ?
- (18) \_\_\_\_\_ Operator is used to get information about domain.
- (19) List any five search engines.
- (20) \_\_\_\_\_ Operator is used to check site's indexed pages.

- 2** (A) Attempt the following : (Any **Three**) **6**
- (1) Explain SEO for E-Commerce sales.
  - (2) Explain Navigational and Information queries with suitable examples.
  - (3) Explain Redirects - 301 and 302
  - (4) Explain Primary Search Engine with suitable examples.
  - (5) Explain Relevance and Importance.
- (B) Attempt the following : (Any **Three**) **9**
- (1) Explain Importance of Redirects.
  - (2) Explain How to determine top competitors.
  - (3) Explain Google's Dominance.
  - (4) Explain Benchmarking current indexing status of specified domain.
  - (5) List Extracting terms from relevant WebPages.
- (C) Attempt the following : (Any **Two**) **10**
- (1) Explain SWOT analysis.
  - (2) Explain Server and hosting issues.
  - (3) Explain Content optimization.
  - (4) Explain News and blog optimization.
- 3** (A) Attempt the following : (Any **Three**) **6**
- (1) Explain Mobile Search.
  - (2) Explain Multimedia is becoming indexable.
  - (3) Explain Long Tail of the Keyword Demand Curve
  - (4) Explain XML sitemap.
  - (5) List out 10 vertical searches by Google.
- (B) Attempt the following : (Any **Three**) **9**
- (1) Explain SEO for reputation management.
  - (2) Explain any two vertical searches provide by Google SERP.
  - (3) Explain any six advanced search operators of Google.
  - (4) Difference Paid v/s Natural Search.
  - (5) Why web pages are not reachable to search engine crawler ?

(C) Attempt the following : (Any **Two**)

**10**

- (1) Explain Keyword Targeting.
  - (2) Explain Strategic Goals that can be fulfilled by SEO Practitioners.
  - (3) Explain Keyword Cannibalization - how to fix it ?
  - (4) Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand.
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