



PAR-003-003509

Seat No. _____

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

October / November - 2018

**CS - 27 : Web Searching Tech. & Search Engine Opti.
(Old Course)**

Faculty Code : 003

Subject Code : 003509

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

[Total Marks : 70

1 Multiple Choice Questions : 20

- (1) What is SEO?
- (2) What is Spider?
- (3) Write a name of any two search engine.
- (4) Google supports _____ characters in Meta description tag.
- (5) SMM Stands for _____
- (6) What is Sitemap?
- (7) Universal Search is also known as _____
- (8) KEI Stands for _____
- (9) What is Anchor Text?
- (10) What is an HTTP response status code indicating that the requested resource has been permanently moved to a new URL?
- (11) What is a search engine spider?
- (12) What. is log file in SEO?
- (13) Google Drive is Google Vertical Search Engine?
(True/False)
- (14) Ratio of informational query and other query is _____
- (15) PPC stands for _____
- (16) _____ tag is used to identifying and dealing with duplicate content.

- (17) W Stands for in SWOT?
- (18) As per google maximum number of internal links should be _____
- (19) What is Shared IP?
- (20) Adword is proprietary of _____ company.

- 2** (a) Attempt any **three** : **6**
- (1) What is Keyword Cannibalization?
 - (2) Write note on website SWOT analysis.
 - (3) How to measure search traffic?
 - (4) What is importance of SEO working for E-commerce?
 - (5) What is XML Sitemap?
 - (6) Explain search engine result page.
- (b) Attempt any **three** : **9**
- (1) Explain Image Optimization for SEO.
 - (2) Explain common types of searches in IR.
 - (3) Explain advanced search techniques.
 - (4) Explain following: Crawling, Spider, Robot Traffic.
 - (5) What are the traditional approaches for keyword research?
 - (6) How sites become accessible to search engine?
- (c) Attempt any **two** : **10**
- (1) Write a note on SMART Plan.
 - (2) Explain Business factors that affect the SEO Plan.
 - (3) How search engine optimization can survive under increased market competition ?
 - (4) Explain any three keyword search tools available in market.
 - (5) Explain various components of search engine result pages.

- 3** (a) Attempt any **three** : **6**
- (1) Explain flat V/s. deep architecture.
 - (2) What is clocking? When to use it and how?
 - (3) How to hide text in images?
 - (4) Explain Local Business Profile.
 - (5) Explain link analysis.
 - (6) How we are getting search more personalized and user influenced?
- (b) Attempt any **three** : **9**
- (1) How to optimize domain name/URL?
 - (2) What are the prominent places to keyword targeting?
 - (3) Explain optimization process for News, Blog and Fed search.
 - (4) Write a note on Vertical Search Engine.
 - (5) How to determine project ROI ?
 - (6) How you audit website to identify SEO Problems?
- (c) Attempt any **two** : **10**
- (1) Discuss on leveraging the long tail of keyword demand.
 - (2) What's a Cookie ? What is session ID ? Why would you want to use Cookies or Session IDs to control Search Engine Access ?
 - (3) Explain Analyzing Ranking Factors for the SEO.
 - (4) Write a note on Robot.txt file.
 - (5) Explain Advance Google Search Operators.