



**PAR-003-0004503** Seat No. \_\_\_\_\_

**B. Sc. (I.T.) (Sem. V) (CBCS) Examination**

**October / November - 2018**

**CS - 27 : Search Engine Techniques And Digital  
Technology Trends**

*(New Course)*

**Faculty Code : 003**

**Subject Code : 0004503**

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

[Total Marks : 70

- 1 (a) Objective type questions : 4
- (1) Give full form of SERP.
  - (2) Give full form of SEO.
  - (3) When user view the Google search result his eye track create F-shaped? (y/n)
  - (4) Which search engine maximum used in South Korea?
- (b) Answer in brief : (Any One) 2
- (1) What search engine crawler can see?
  - (2) What is the human goal of searching?
- (c) Answer in detail : (Any One) 3
- (1) Explain natural V/s paid results.
  - (2) How search engine drive commerce on the Web?
- (d) Write a note on : (any One) 5
- (1) Explain algorithm based ranking system with crawling, indexing and ranking.
  - (2) How do you determine the intent of searcher? What are the different types of queries they are using?

- 2 (a) Objective type questions : 4
- (1) Give full form of SWOT.
  - (2) Technology choice is the major elements of planning? (y/n)
  - (3) Give full form of CTR.
  - (4) Site: operator is used to check site's indexed pages? (y/n)
- (b) Answer in brief : (Any One) 2
- (1) What is SWOT analysis?
  - (2) What are the major elements of seo planning?
- (c) Answer in detail : (Any One) 3
- (1) How top competitors can be determined?
  - (2) Explain seo for ideological influence.
- (d) Write a note on : (Any One) 5
- (1) Explain auditing an existing site to identify SEO problems.
  - (2) Explain benchmarking current traffic sources and volume.
- 3 (a) Objective type questions : 4
- (1) Give full form of CMS.
  - (2) Which attribute is used when the pages you want to block the bots from accessing?
  - (3) Which file is used to for controlling what the spiders are permitted to access on your site?
  - (4) Give full form of KEI.
- (b) Answer in brief : (Any One) 2
- (1) What is Root Domains?
  - (2) State a difference between flat and deep architecture.

- (c) Answer in detail : (Any **One**) **3**
- (1) How cookies and session ID is useful to control search engine access?
  - (2) Explain robots.txt file.
- (d) Write a note on : (any **One**) **5**
- (1) Explain content optimization.
  - (2) Explain keyword targeting.
- 4 (a) Objective type questions : **4**
- (1) Give full form of ROI.
  - (2) Google drive is vertical search engine? (y/n)
  - (3) Adword research tools is a proprietary of which company?
  - (4) Is it possible to optimizing the images using alt attribute? (y/n)
- (b) Answer in brief : (Any **One**) **2**
- (1) Define universal search.
  - (2) What is vertical search?
- (c) Answer in detail : (Any **One**) **3**
- (1) Explain any two keyword research tool.
  - (2) What step we need to follow for optimizing image search?
- (d) Write a note on : (Any **One**) **5**
- (1) Explain optimizing for News, Blog and Feed search.
  - (2) Explain site content analysis.

- 5 (a) Objective type questions : 4
- (1) Give full form of AR.
  - (2) Buying pen drive from shopping website then this example is e-commerce or digital business?
  - (3) The blockchain is an incorruptible digital ledger? (y/n)
  - (4) Digital business is superset of ecommerce? (y/n)
- (b) Answer in brief : (Any **One**) 2
- (1) List out needs of VR.
  - (2) List out Blockchain feature.
- (c) Answer in detail : (Any **One**) 3
- (1) Explain digital business opportunities.
  - (2) Give list of difference between AR and VR.
- (d) Write a note on : (Any **One**) 5
- (1) Explain digital business and give list of difference between digital business and ecommerce.
  - (2) How blockchain work? Explain with example.
-