RP-003-0004503   Seat No. _____

B. Sc. (IT) (Sem. V) (CBCS) Examination

February - 2019

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)   Answer the following :   **4**

   (1)   What is Search Engine ?

   (2)   What is inbound link ?

   (3)   What is relevance ?

   (4)   What is adaptive search ?

   (b)   Answer the following : (any **one**)   **2**

   (1)   Explain Human Goals of Searching.

   (2)   Explain Eye Tracking.

   (c)   Answer the following : (any **one**)   **3**

   (1)   Explain Click tracking in brief.

   (2)   Explain Mission of search engines.

   (d)   Answer the following : (any **one**)   **5**

   (1)   Explain all different types of query in detail.

   (2)   Explain crawling, indexing and ranking in detail.

2   (a)   Answer the following :   **4**

   (1)   List any two objectives of SEO.

   (2)   What is ROI ?

   (3)   Define : reputation management.

   (4)   Define : E-commerce sales.

(b) Answer the following : (any **one**)   **2**

    (1) Explain SEO for Raw Traffic.

    (2) Explain Major elements of planning in SEO.

(c) Answer the following : (any **one**)   **3**

    (1) Explain website SWOT Analysis.

    (2) Explain about the study of your top competitors in SEO.

(d) Answer the following : (any **one**)   **5**

    (1) Explain about Benchmarking and Current Indexing status of SEO.

    (2) Explain Site's Information Architecture.

3 (a) Answer the following :   **4**

    (1) Full form of CMS.

    (2) List any two CMS language.

    (3) Define :Microsites

    (4) What is Keyword Targeting ?

(b) Answer the following : (any **one**)   **2**

    (1) Explain Cookies and Session id.

    (2) What is Redirects ? Explain with example.

(c) Answer the following : (any **one**)   **3**

    (1) Explain Content Delivery and Search Spider Control.

    (2) Explain optimal information Architecture in SEO.

(d) Answer the following : (any **one**)   **5**

    (1) Explain content optimization in detail.

    (2) Explain about Root Domain and Sub Domain in detail.

4 (a) Answer the following :   **4**

    (1) What is Mobile Search ?

    (2) What is Keyword Research ?

    (3) Define site Content Analysis.

    (4) What is Product Search ?

(b) Answer the following : (any **one**)   2
   (1) Explain opportunities in Vertical Search.
   (2) Explain about Domain Expertise.

(c) Answer the following : (any **one**)   3
   (1) Explain News, Blog and Feed Search.
   (2) Explain Multimedia Search.

(d) Answer the following : (any **one**)   5
   (1) Explain Local Search and-Image Search in detail.
   (2) Explain Long tail of Keyword Demand in detail.

5 (a) Answer the following :   4
   (1) Define: VR.
   (2) What is digital business ?
   (3) What is AR ?
   (4) What is ecommerce in SEO ?

(b) Answer the following : (any **one**)   2
   (1) Explain digital business opportunities.
   (2) List any two Risk and barriers to digital
       business adoption.

(c) Answer the following : (any **one**)   3
   (1) Difference between digital business and ecommerce.
   (2) Explain Block Chain Technology.

(d) Answer the following : (any **one**)   5
   (1) Difference between AR and VR.
   (2) Explain feature of block chain and How Block
       Chain Work ?