RP-003-003509   Seat No. _____

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

February - 2019

CS - 27 : Web search technology and search engine Optimization

Faculty Code : 003
Subject Code : 003509

Time : $2\frac{1}{2}$ Hours]   [Total Marks : **70**

1   (A)   Objective type questions :   **4**

       (1)   _____ are the search queries that are entered with the intent to find a Particular website or webpage.

       (2)   Universal search is also known as _____ search.

       (3)   Full form of SERP.

       (4)   _____ operator is added to keyword to show results that are related to keywords searched.

  (B)   Attempt any **one** out of two :   **2**

       (1)   What is Organic Search?

       (2)   What is Click Tracking?

  (C)   Attempt any **one** out of two :   **3**

       (1)   Explain different types of Search Results.

       (2)   What is QDF? Where it is used?

  (D)   Attempt any **one** out of two :   **5**

       (1)   List out different types of queries, Explain all in detail.

       (2)   What are the basic elements of SERP ?Explain the different layout of search engine.

2   (A)   Objective type questions :   **4**

         (1)   Full form of SWAT.

         (2)   Which type of change in website will affect SEO plan?

         (3)   _____ navigation provide the information to the user about his position in the navigation hierarchy.

         (4)   Google supports _____ character length in meta description tags.

   (B)   Attempt any **one** out of two :   **2**

         (1)   What is E Commerce Sales?

         (2)   What is keyword cannibalization?

   (C)   Attempt any **one** out of two :   **3**

         (1)   Explain need of SEO.

         (2)   How you can utilize Leveraging Business Assets for SEO.

   (D)   Attempt any **one** out of two :   **5**

         (1)   What are the Major elements of SEO Planning?

         (2)   Write note on Advance methods for planning and evaluation.

3   (A)   Objective type questions :   **4**

         (1)   Full form of CMS

         (2)   Sitemap are made of _____ type of tag.

         (3)   _____ are small pieces of content that are republished and reused.

         (4)   _____ tag help search engines for referring duplicate web pages.

   (B)   Attempt any **one** out of two :   **2**

         (1)   What is cloaking? When to use it?

         (2)   What is Meta Description tag ? Explain rules for It.

(C) Attempt any **one** out of two : 3

    (1) Explain flat VS deep site architecture.

    (2) When to use subdomains and subfolder.

(D) Attempt any **one** out of two : 5

    (1) Explain Robot.txt in details with example.

    (2) How to optimize domain name or URL?

4 (A) Objective type questions : 4

    (1) Using Alt attribute in image is an example of _____ Optimization.

    (2) Keywords entered with square brackets points to _____ type of match.

    (3) Full form of KEI is _____.

    (4) Determine keyword value, potential ROI.

(B) Attempt any **one** out of two : 2

    (1) Explain Long tail keyword.

    (2) What is vertical search?

(C) Attempt any **one** out of two : 3

    (1) Explain Local search Optimization

    (2) What is keyword research? Explain Traditional approaches.

(D) Attempt any **one** out of two : 5

    (1) List all Keyword research tools and explain any two.

    (2) Discuss Optimization Process for News, Blog, Feed search.

5 (A) Objective type questions :   4

   (1) Give the example of Image Optimization.

   (2) List out the Main issues related to cloud.

   (3) Logfile tracking is the method to find strength and weakness of SEO(T/F).

   (4) Full form of ROI _____

(B) Attempt any **one** out of two :   2

   (1) What is meant by Blogsphere ?

   (2) Explain more searchable content and content type.

(C) Attempt any **one** out of two :   3

   (1) Explain Link building ,link tracking, and link-based metrics.

   (2) Describe growth of search complexity and also prove dominance of Google.

(D) Attempt any **one** out of two :   5

   (1) Write short note on tying SEO to conversion and ROI

   (2) Describe importance of new trend search Local, Mobile Voice Recognition.

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