



**RP-003-003509-OLD**

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

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

**February - 2019**

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

**Faculty Code : 003**

**Subject Code : 003509**

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

[Total Marks : 70

- 1 Answer briefly : 20
- (1) Full Form of SMM is ?
  - (2) Which search engine has the highest market share in China ?
  - (3) When user view the google search result, his eye track create \_\_\_\_\_.
  - (4) Use of \* \_\_\_\_\_.
  - (5) SEO is marketing function. True/False ?
  - (6) As per Google maximum number of internal link should be \_\_\_\_\_.
  - (7) What is log file ?
  - (8) Doorway pages are ?
  - (9) Full Form of ROI.
  - (10) Which of the following is not a keyword research tool ?  
Google adword tool or Hacker tool.
  - (11) Sitemap file is of type \_\_\_\_\_ ?
  - (12) The Full form of PLD is \_\_\_\_\_.
  - (13) CMS stands for \_\_\_\_\_.
  - (14) Meaning Of Clocking is \_\_\_\_\_.
  - (15) Popular alt tag if part of \_\_\_\_\_.
  - (16) Google has announced universal search in \_\_\_\_\_.
  - (17) Vertical search include image, video, pictures. True/false ?
  - (18) Google launched in \_\_\_\_\_.
  - (19) Initially crawlers are based only on \_\_\_\_\_.
  - (20) As per yahoo survey in 2009 how many pages of total web are duplicate ?

- 2 (a) Attempt any **three** : 6
- (1) What is SEO ?
  - (2) What is Keyword cannibalization ?
  - (3) Explain how people search ?
  - (4) What is PPC ?
  - (5) What is website Traffic ?
  - (6) What is Canonical Tag ?
- (b) Attempt any **three** : 9
- (1) Explain Paid search v/s Natural search.
  - (2) How spider works ?
  - (3) What is the use of robot.txt file ?
  - (4) Explain long tail keyword.
  - (5) How SEO is used for E-commerce sale ? Explain.
  - (6) What is blended search ?
- (c) Attempt any **two** in detail : 10
- (1) Discuss SWOT analysis in detail.
  - (2) What is 302 and 301 redirect ? Explain in detail.
  - (3) Describe cloaking with example ? In which situation cloaking is required ?
  - (4) Explain keyword optimization for news and blog.
  - (5) What is vertical search ? Give suitable example.
- 3 (a) Explain any **three** : 6
- (1) What is meta search ?
  - (2) What is Breadcrumb navigation ?
  - (3) What is the goal of SEO ?
  - (4) Flat v/s deep architecture.
  - (5) What is the work of SEM specialist ?
  - (6) Explain navigational queries.
- (b) Attempt any **three** : 9
- (1) Which are the different keyword research tools available in the market ?
  - (2) Eye tracking v/s Click tracking.
  - (3) What is domain and subdomain ?
  - (4) What is semantic connectivity ?
  - (5) What is benchmarking ?
  - (6) How can you leverage your business assets and get ROI ?
- (c) Attempt any **two** : 10
- (1) What is sitemap ? How it is useful in SEO.
  - (2) Describe crawling and indexing.
  - (3) Explain CMS issues.
  - (4) Explain positive and negative ranking factor.
  - (5) Describe mobile and video search optimization.