



JX-003-003509 Seat No. _____

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

October – 2019

**CS - 27 : Web Searching Technology & Search
Engine Optimization
(New Course)**

**Faculty Code : 003
Subject Code : 003509**

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

[Total Marks : 70

- 1 (A) Attempt the following objective Question : 4
- 1 SERP stands for.
 - 2 CTR stands for.
 - 3 QDF Stand for.
 - 4 When user view the Google search Result his eye _____ track create.
- (B) Answer in brief (any One) 2
- 1 What is Information Queries?
 - 2 Explain retrieval and Ranking?
- (C) Answer in brief (any One) 3
- 1 Explain Click tracking in detail.
 - 2 Explain any three Google Advanced Search Operators in detail.
- (D) Write note on following : (any One) 5
- 1 Explain Different types of Queries in detail.
 - 2 Explain the Layout of search result page.
- 2 (A) Attempt the following objective Question 4
- 1 PPC Stands for.
 - 2 What is Log file tracking?
 - 3 ROI Stands for.
 - 4 What is a Doorway page?

- (B) Answer in brief : (any One) **2**
- 1 What is Reputation Management?
 - 2 What are the Strategic goals of SEO?
- (C) Answer in brief (any One) **3**
- 1 Explain Business Factor that affects the SEO plan.
 - 2 Explain SWOT Analysis in detail.
- (D) Write note on following (any One) **5**
- 1 Explain Site's Information Architecture in detail.
 - 2 Explain Different Element of SEO audit in detail.
- 3** (A) Attempt the following objective Question : **4**
- 1 What is Microsites?
 - 2 CDN Stands for.
 - 3 S1FR Stands for.
 - 4 XML Sitemap file are usually available in _____.
- (B) Answer in brief (any One) **2**
- 1 What A/B Split Testing.
 - 2 When to use sub domain and sub folder.
- (C) Answer in brief : (any One) **3**
- 1 Explain robots.txt files with suitable example.
 - 2 What is Duplicate Content? List out the various issues.
- (D) Write note on following (any One) **5**
- 1 What is CMS? List out the issues to consider while using CMS.
 - 2 List out the places that can be used for keyword targeting.
- 4** (A) Attempt the following objective Question **4**
- 1 What is sticky Post?
 - 2 What is Keyword Research?
 - 3 What is Local Guide?
 - 4 What is Short tail Keyword?

- (B) Answer in brief (any One) **2**
- 1 What is Keyword Density Analysis?
 - 2 What is Blog Optimization?
- (C) Answer in brief : (any One) **3**
- 1 Explain Traditional Approach for keyword Research.
 - 2 Explain Local search in detail.
- (D) Write note on following : (any One) **5**
- 1 Explain any two Keyword Research Tool in detail.
 - 2 Explain News, Blog and Feed Search in Detail.
- 5** (A) Attempt the following objective Question **4**
- 1 Define Voice Recognition Search.
 - 2 What is Reputation Monitoring?
 - 3 LUI Stands for.
 - 4 What is Branded Traffic?
- (B) Answer in brief (any One) **2**
- 1 What is Tracking Cycle?
 - 2 What is Robot Traffic Analysis?
- (C) Answer in brief : (any One) **3**
- 1 What is Action Tracking? Explain activities for e-commerce site, blog and B2B.
 - 2 Explain measuring success is essential to the SEO Process.
- (D) Write note on following : (any One) **5**
- 1 How can we determine project ROI? Explain its Elements.
 - 2 How search engine expert would survive increased market saturation and Competition.