



JX-003-0004503

Seat No. _____

B. Sc. (I. T.) (Sem. V) (CBCS) (W.E.F. 2016) Examination

October - 2019

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

Faculty Code : 003

Subject Code : 0004503

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

[Total Marks : 70

- 1 (a) Objective type questions : 4
(1) What is the use of "site:" operator in Google ?
(2) Give full form of PPC.
(3) Which search engine is maximum used in China ?
(4) Give full form of SERP.
- (b) Answer in brief : (any **one**) 2
(1) What is Crawling and Indexing ?
(2) What is Organic Search ?
- (c) Answer in detail : (any **one**) 3
(1) How search engines drive commerce on the web ?
(2) Explain Flat V/S. Deep architecture.
- (d) Write a note on : (any **one**) 5
(1) How do you determine the intent of searcher ?
What are the different types of Queries they are using ?
(2) What are the basic elements of SERP? Explain the different layouts of search engine.
- 2 (a) Objective type questions : 4
(1) Give full form of QDD.
(2) Give full form of TDL.
(3) _____ attribute is used when the pages you want to block the bots from accessing.
(4) Give full form of SWOT.
- (b) Answer in brief : (any **one**) 2
(1) Explain SEO for E-Commerce sale.
(2) Explain SEO for RAW Traffic.
- (c) Answer in detail : (any **one**) 3
(1) What are the major elements for seo planning ?
(2) Explain redirects of 301 and 302.
- (d) Write a note on : (any **one**) 5
(1) Explain Accessing Historical Progress.
(2) Explain auditing an Exiting site to identify SEO Problems.

- 3 (a) Objective type questions : 4
 (1) Give full form of CMS.
 (2) How many characters does google support in meta description tag ?
 (3) Sitemap are made of which type of tag ?
 (4) What is subdomain ?
- (b) Answer in brief : (any **one**) 2
 (1) What is Root Domains ?
 (2) What is Clocking ?
- (c) Answer in detail : (any **one**) 3
 (1) Write short note on sitemap.xml file.
 (2) Explain optimization of Domain Names/ URLs.
- (d) Write a note on : (any **one**) 5
 (1) Explain redirects and CMS issues.
 (2) Explain Robot.txt in details with example.
- 4 (a) Objective type questions : 4
 (1) Give full form of ROI.
 (2) Give full form of XML.
 (3) Which file is used for controlling what the spiders are permitted to access on your site ?
 (4) For news search _____ is the most important factor.
- (b) Answer in brief : (any **one**) 2
 (1) Explain Long tail keyword.
 (2) What is Site Content Analyses ?
- (c) Answer in detail : (any **one**) 3
 (1) Explain Optimizing for Local Search.
 (2) Explain Optimizing for Image Search.
- (d) Write a note on : (any **one**) 5
 (1) List all keyword research tools and explain any two.
 (2) Explain opportunities in Vertical Search.
- 5 (a) Objective type questions : 4
 (1) What is Block Chain ?
 (2) What is Digital Business ?
 (3) Give full form of AR.
 (4) Give full form of VRML.
- (b) Answer in brief : (any **one**) 2
 (1) How Block Chain Works ?
 (2) List out Block Chain features.
- (c) Answer in detail : (any **one**) 3
 (1) Explain VR in detail.
 (2) Explain Risk and Barriers to digital business adoption.
- (d) Write a note on : (any **one**) 5
 (1) List out difference between AR and VR.
 (2) Discuss opportunities for augmented reality.