



**BCH-003-0003509** Seat No. \_\_\_\_\_

**B. C. A. (Sem. V) (CBCS) (W.E.F.-2016) Examination**

**August - 2021**

**CS-27 : Web Searching Technology & Search  
Engine Optimization**

**Faculty Code : 003**

**Subject Code : 0003509**

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

[Total Marks : 70

**Instruction :** Attempt any five questions.

- 1 (A) (1) Give full form of SERP. 1  
(2) Give full form of QDF. 1  
(3) When user view the Google search Result  
his eye \_\_\_\_\_ track create. 1  
(4) Which search engine is mainly used in China ? 1  
(B) What is Information Queries ? 2  
(C) Explain Flat Vs. Deep Architecture ? 3  
(D) Explain the Layout of search result page. 5
- 2 (A) (1) Alogrithms of search engines who generates  
SERPs are called \_\_\_\_\_ 1  
(2) Give full form of CTR. 1  
(3) What is the use of "site". Operator in Google. 1  
(4) Give full form of PPC. 1  
(B) What is organic Search ? 2  
(C) Explain any three Google Advanced Search  
Operators in detail. 3  
(D) How do you determine intent of searcher ? 5  
What are the different types of Queries ?

<b>3</b>	(A) (1) Give full form of TDL.	<b>1</b>
	(2) Give full form of ROI.	<b>1</b>
	(3) Give full form of PPC.	<b>1</b>
	(4) Give full form of QDD.	<b>1</b>
	(B) What is reputation Management ?	<b>2</b>
	(C) What are the major elements for SEO planning ?	<b>3</b>
	(D) Explain different Element of SEO audit in detail.	<b>5</b>
<b>4</b>	(A) (1) Give full form of SWOT.	<b>1</b>
	(2) What is Log file tracking ?	<b>1</b>
	(3) _____ attribute is used when the pages you want to block the bots from accessing.	<b>1</b>
	(4) What is Doorway page ?	<b>1</b>
	(B) Explain SEO with RAW Traffic.	<b>2</b>
	(C) Explain SWOT analysis in detail.	<b>3</b>
	(D) Explain Accessing of Historical progress.	<b>5</b>
<b>5</b>	(A) (1) Give full form of CDN.	<b>1</b>
	(2) Give full form of CMS.	<b>1</b>
	(3) What is Mircrosites ?	<b>1</b>
	(4) How many characters does Google support in meta description tag ?	<b>1</b>
	(B) What is A/B split Testing ?	<b>2</b>
	(C) Explain optimization of Domain Names/URLs	<b>3</b>
	(D) List out the places that can be used for keyword targeting.	<b>5</b>
<b>6</b>	(A) (1) Give full form of SIFR.	<b>1</b>
	(2) Site map are made of which type of tag ?	<b>1</b>
	(3) XML Sitemap file are usually available in _____.	<b>1</b>
	(4) What is sub-domain ?	<b>1</b>
	(B) What is clocking ?	<b>2</b>
	(C) What is Duplicate Content ? List out various issues.	<b>3</b>
	(D) Explain robot.txt in detail with example.	<b>5</b>

7	(A)	(1) What is Sticky Post ?	1
		(2) Give full form of ROI.	1
		(3) What is Keyword Research ?	1
		(4) Give full form of XML.	1
	(B)	What is keyword Density Analysis ?	2
	(C)	Explain optimizing for Local Search.	3
	(D)	Explain New Blog and Feed Search in detail.	5
8	(A)	(1) What is Local Guide ?	1
		(2) Which file are used for controlling what the spiders are permitted to access on your site ?	1
		(3) What is Short tail Keyword ?	1
		(4) For news search _____ is the most important factor.	1
	(B)	Explain Long tail keyword.	2
	(C)	Explain Local Search in detail.	3
	(D)	List all keyword research tools and explain any two.	5
9	(A)	(1) What is Branded Traffic ?	1
		(2) What is Block Chain ?	1
		(3) What is Reputation Monitoring ?	1
		(4) What is Digital Business ?	1
	(B)	What is Tracking cycle ?	2
	(C)	Explain VR in detail.	3
	(D)	How search engine expert would survive increased market saturation and Competition ?	5
10	(A)	(1) Give full form of LUI.	1
		(2) Give full form of AR	1
		(3) Which tool is provided by Google for website analysis ?	1
		(4) Give full form of VRML.	1
	(B)	List out Block chain features.	2
	(C)	Explain measuring success is essential to the SEO process.	3
	(D)	Discuss opportunities for augmented reality.	5