



BCH-003-003509

Seat No. _____

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

August - 2021

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

Faculty Code : 003

Subject Code : 003509

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

[Total Marks : 70

Instruction : Attempt any five questions.

- 1 (A) Objective Type Questions :
- (1) What is the use of “site”. Operator in Google. 1
 - (2) Give full form of PPC ? 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) Answer in brief : (Any **one**) 2
- (1) What is Information Queries ?
 - (2) What is Organic Search ?
- (C) Answer in detail (Any **One**) 3
- (1) Explain Flat Vs Deep Architecture.
 - (2) Explain any three Google Advanced Search Operators in detail.
- (D) Write a Short Note : (any **one**) 5
- (1) Explain the Layout of search result page.
 - (2) How do you determine intent of searcher ?
What are the different types of Queries ?

- 2 (A) Objective Type Questions :
- (1) _____ attribute is used when the pages you want to block the bots from accessing. 1
 - (2) What is a Doorway page ? 1
 - (3) Give full form of PPC. 1
 - (4) Give full form of QDD. 1
- (B) Answer in brief : (any **one**) 2
- (1) Explain SEO with RAW Traffic.
 - (2) What is reputation Management.
- (C) Answer in detail : (any **one**) 3
- (1) Explain SWOT Analysis in detail.
 - (2) What are the major elements for SEO planning ?
- (D) Write a short note : (any **one**) 5
- (1) Explain Accessing of Historical Progress.
 - (2) Explain Different Element of SEO audit in detail.
- 3 (A) Objective Type Questions :
- (1) XML Sitemap file are usually available in _____. 1
 - (2) What is sub-domain ? 1
 - (3) What is Microsites ? 1
 - (4) How many characters does Google support in meta description tag ? 1
- (B) Answer in brief : (any **one**) 2
- (1) What is A/B split testing ?
 - (2) What is clocking ?
- (C) Answer in detail : (any **one**) 3
- (1) Explain optimization of Domain Names/URLs
 - (2) What is Duplicate Content ? List out various issues.
- (D) Write a short note : (any **one**) 5
- (1) List out the places that can be used for keyword targeting.
 - (2) Explain robot.txt in detail with example.

4	(A) Objective Type Questions :	
	(1) What is short tail keyword ?	1
	(2) For news search _____ is the most important factor.	1
	(3) What is Keyword Research ?	1
	(4) Give the full form XML.	1
	(B) Answer in brief : (any one)	2
	(1) What is keyword Density Analysis ?	
	(2) Explain Long tail keyword.	
	(C) Answer in detail : (any one)	3
	(1) Explain optimizing for Local Search.	
	(2) Explain Local search in detail.	
	(D) Write a short note : (any one)	5
	(1) Explain New Blog and Feed Search in detail.	
	(2) List all keyword research tools and explain any two.	
5	(A) Objective Type Questions :	
	(1) Which tool is provided by Google for website analysis ?	1
	(2) Give full form of VRML.	1
	(3) What is Reputation Monitoring ?	1
	(4) What is digital business ?	1
	(B) Answer in brief : (Any one)	2
	(1) What is Tracking Cycle ?	
	(2) List out Block chain features.	
	(C) Answer in detail : (any one)	3
	(1) Explain VR in detail.	
	(2) Explain measuring success is essential to the SEO Process.	
	(D) Write a short note : (any one)	5
	(1) How search engine expert would survive increased market saturation and competition ?	
	(2) Discuss opportunities for augmented reality.	