



BCH-003-0004503 Seat No. _____

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

August - 2021

CS-27 : Information Technology

(Search Engine Techniques and Digital Technology Trends)

Faculty Code : 003

Subject Code : 0004503

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

[Total Marks : 70

Instruction : Attempt any five questions.

- 1 (A) (1) Universal Search is also known as _____. 1
(2) Give full form of SERP ? 1
(3) Initially Crawler are based on _____. 1
(4) Which search engine is maximum used in China ? 1
- (B) Explain retrieval and Ranking. 2
(C) Explain Flat Vs Deep Architecture. 3
(D) Explain Different type of Queries in detail. 5
- 2 (A) (1) Algorithms of search engines who generates SERPs are called _____. 1
(2) Which search engine is most popular in India ? 1
(3) SEO stands for _____. 1
(4) Give full form of PPC ? 1
- (B) What is Organic Search ? 2
(C) Explain click tracking in detail. 3
(D) How do you determine intent of searcher ? 5
What are the different types of Queries ?

3	(A) (1) What is breadcrumb navigation ?	1
	(2) Give full form of TDL.	1
	(3) Give full form of QDD.	1
	(4) Give full form of ROI.	1
	(B) What are the strategic goals of SEO ?	2
	(C) What are the major elements for SEO planning ?	3
	(D) Explain Site's Information Architecture in detail.	5
4	(A) (1) Give full form of PPC.	1
	(2) What is Log file tracking ?	1
	(3) _____ attribute is used when the pages you want to block the bots from accessing.	1
	(4) Give full form of SWOT.	1
	(B) Explain SEO with RAW Traffic.	2
	(C) Explain Business Factor that affects SEO plan.	3
	(D) Explain accessing of Historical progress.	5
5	(A) (1) Give full form of PLD.	1
	(2) Give full form of CDN.	1
	(3) How many characters does Google support in meta description tag ?	1
	(4) XML sitemap file usually available in _____.	1
	(B) How to use sub domain and sub folder ?	2
	(C) Explain optimization of Domain Names/URLs.	3
	(D) Explain redirects and CMS issues.	5
6	(A) (1) What is sub-domain ?	1
	(2) Give full form of SIFR.	1
	(3) Site map are made of which type of tag ?	1
	(4) What is Microsites ?	1
	(B) What is clocking ?	2
	(C) Write short note on sitemap.xml file.	3
	(D) What is CMS ? List out the issues to consider while using CMS.	5

7	(A)	(1) What is Short Tail keyword ?	1
		(2) What is Local Guide ?	1
		(3) What is keyword Research ?	1
		(4) What is sticky post ?	1
	(B)	What is Blog Optimization ?	2
	(C)	Explain optimizing for Local search.	3
	(D)	Explain any two keyword Research Tool in detail.	5
8	(A)	(1) Give full form of XML.	1
		(2) Which file are used for controlling what the spiders are permitted to access on your site ?	1
		(3) Give full form of KEI.	1
		(4) For news search _____ is the most important factor.	1
	(B)	Explain Long tail keyword.	2
	(C)	Explain Traditional Approach for keyword Research.	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)	How Block chain works ?	2
	(C)	Explain VR in detail.	3
	(D)	List out Difference between VR & AR	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 risk and barriers to digital business problems.	3
	(D)	Discuss opportunities for augmented reality.	5