



DBL-003-0003509

Seat No. _____

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

June - 2022

**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 out of ten.

- 1 (a) Objective type questions : 4
(1) Give full form of SERP.
(2) What is indexing ?
(3) Give full form of SED.
(4) Finding a good restaurant for dinner is which type of query ?
- (b) Answer in brief : 2
What is crawling ?
- (c) Answer in detail : 3
Explain Search Engine Results.
- (d) Write a note on : 5
Explain Advanced Search Techniques.
- 2 (a) Objective type questions : 4
(1) What is ranking ?
(2) The concept of Universal Search is universally known as Organic Search. (True/False)
(3) Which search engine is maximum used in South Korea ?
(4) Which search engine is maximum used in India ?
- (b) Answer in brief : 2
Explain Human goals of searching.
- (c) Answer in detail : 3
Explain the market share of search engines.
- (d) Write a note on : 5
Explain Algorithm based ranking systems.

3	(a) Objective type questions :	4
	(1) Give full form of SWOT.	
	(2) What is related: operator ?	
	(3) Give full form of QDD.	
	(4) What is the site : operator ?	
	(b) Answer in brief :	2
	What is SEO for ideological influence ?	
	(c) Answer in detail :	3
	Explain Accessing Historical Progress.	
	(d) Write a note on :	5
	Explain Auditing an existing site to identify SEO problems.	
4	(a) Objective type questions :	4
	(1) Give full form of PPC.	
	(2) What is cache: operator ?	
	(3) Give full form of UGC.	
	(4) The peon is a team member of your SEO team. (True/False)	
	(b) Answer in brief :	2
	Explain Benchmarking Current Ranking.	
	(c) Answer in detail :	3
	Explain SEO for Reputation Management.	
	(d) Write a note on :	5
	Explain SEO Goals and Objectives	
5	(a) Objective type questions :	4
	(1) Give full form of SEM.	
	(2) What is root domain ?	
	(3) Give full form of CMS.	
	(4) Which extension is used for site map file ?	
	(b) Answer in brief :	2
	What is sub domains ?	
	(c) Answer in detail :	3
	Explain Optimal Information Architecture.	
	(d) Write a note on :	5
	Explain duplicate content issues controlling content with cookies and sessions.	

6	(a) Objective type questions :	4
	(1) Give full form of KEI.	
	(2) Adword is Proprietary of Google. (True/False)	
	(3) Adcenter is Proprietary of Microsoft. (True/False)	
	(4) Give full form of PLD.	
	(b) Answer in brief :	2
	What is domain ?	
	(c) Answer in detail :	3
	Explain Optimization of URLs.	
	(d) Write a note on :	5
	Explain Delivery and Search Spider Control.	
7	(a) Objective type questions :	4
	(1) Which extension is used for robots file ?	
	(2) What is Phrase Match ?	
	(3) What is Vertical Search ?	
	(4) What is keyword ?	
	(b) Answer in brief :	2
	What is Product Search ?	
	(c) Answer in detail :	3
	Explain optimizing for Local Search.	
	(d) Write a note on :	5
	Explain opportunities in Vertical Search in brief.	
8	(a) Objective type questions :	4
	(1) Proper alt tag is a part of which optimization ?	
	(2) For news search “Freshness” is the most important factor. (True/False)	
	(3) Google analytics is a success measuring tool. (True/False)	
	(4) Measuring of SEO work is useful to peon. (True/False)	
	(b) Answer in brief :	2
	What is Long Tail Keyword ?	
	(c) Answer in detail :	3
	Explain Optimizing for News and Blog Search.	
	(d) Write a note on :	5
	Explain Keyword Research Tools.	

- 9** (a) Objective type questions : **4**
(1) Give full form of ROI.
(2) Which search engine is dominant player of search engine market ?
(3) What is Conversion ?
(4) Sitemap located in which directory ?
- (b) Answer in brief : **2**
How to measuring search traffic ?
- (c) Answer in detail : **3**
Explain Ongoing evolution of search.
- (d) Write a note on : **5**
Explain importance of Local and Mobile.
- 10** (a) Objective type questions : **4**
(1) Google supports voice search. (True/False)
(2) Give full form of URL.
(3) Robots.txtfile located in which directory ?
(4) Google supports image search. (True / False)
- (b) Answer in brief : **2**
Why measuring success is essential to the SEO Process ?
- (c) Answer in detail : **3**
Explain voice recognition search.
- (d) Write a note on : **5**
Explain more searchable content and content types.
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