



DBL-003-2035003

Seat No. _____

B. C. A. (Sem. V) (CBCS) (W.E.F. 2019) Examination

June - 2022

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

Faculty Code : 003

Subject Code : 2035003

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

[Total Marks : 70

Instruction : Attempt any **five** questions.

- 1 (a) Attempt the following objective questions : 4
- (1) SERP stands for _____
 - (2) CTR stands for _____
 - (3) SEO stands for _____
 - (4) QDF stands for _____
- (b) What is an informational query ? 2
- (c) What is crawling and indexing ? 3
- (d) What is Eye Tracking Technique ? Explain in detail.
- 2 (a) Attempt the following objective questions : 4
- (1) Link text is known as _____.
 - (2) When user view the Google search result his eye track create _____
 - (3) Initially crawlers are based on _____
 - (4) Which search engine is maximum used in India ?
- (b) What is Click tracking ? 2
- (c) What is Link analysis ? Explain in detail. 3
- (d) Explain the components of search engine result page in detail. 5

- 3** (a) Attempt the following objective questions : **4**
- (1) ROI stands for _____.
 - (2) QDD stands for _____.
 - (3) PPC stands for _____.
 - (4) What is breadcrumb navigation ?
- (b) What is keyword research ? **2**
- (c) Explain strategic goals fulfilled by SEO in detail. **3**
- (d) Explain the business factors that affect SEO Plan. **5**
- 4** (a) Attempt the following objective questions : **4**
- (1) What is log file tracking ?
 - (2) What is a doorway page ?
 - (3) What is web traffic ?
 - (4) What is a Technology choice ?
- (b) What is target keyword ? **2**
- (c) What is SWOT analysis ? Explain in detail. **3**
- (d) Explain the different elements of SEO audit in detail. **5**
- 5** (a) Attempt the following objective questions : **4**
- (1) CDN stands for _____.
 - (2) PLD stands for _____.
 - (3) FQD stands for _____.
 - (4) SIFR stands for _____.
- (b) What is duplicate content ? **2**
- (c) Differentiate Flat and Deep Architecture. **3**
- (d) What is CMS ? List out the issues to consider while using CMS. **5**
- 6** (a) Attempt the following objective questions : **4**
- (1) What is sub folder ?
 - (2) What is pagination ?
 - (3) What is document text ?
 - (4) Sitemap will be uploaded in _____.

- (b) What is sub domain ? **2**
- (c) What is Microsites ? Explain in detail. **3**
- (d) What is sitemap ? Explain different types of sitemap files. **5**
- 7** (a) Attempt the following objective questions : **4**
- (1) What is related keyword ?
- (2) CPC stands for _____.
- (3) KEI stands for _____
- (4) RSS stands for _____.
- (b) What is Keyword density analysis ? **2**
- (c) Explain different types of testing techniques in detail. **3**
- (d) Explain any two keyword research tool in detail. **5**
- 8** (a) Attempt the following objective questions : **4**
- (1) What is sticky post ?
- (2) Universal search is also known as _____.
- (3) The most important factor for news search is _____.
- (4) What is long tail keyword ?
- (b) What is image optimization ? **2**
- (c) Explain optimization process for News, blog and Feed search in detail. **3**
- (d) Explain different ways for optimizing website for local search engine. **5**
- 9** (a) Attempt the following objective questions : **4**
- (1) LUI stands for _____
- (2) What is branded search ?
- (3) What is keyword per page ?
- (4) Local search provides results based on user's _____

- (b) What is reputation monitoring ? **2**
- (c) What is tracking cycle ? Explain it. **3**
- (d) Explain the common analytic mistake by using web analytic in detail. **5**
- 10** (a) Attempt the following objective question : **4**
- (1) What is Non-branded search ?
- (2) What is Competitive Analysis ?
- (3) What is Citation analysis ?
- (4) What is new search pattern ?
- (b) What is Mobile search ? **2**
- (c) What is voice recognition search ? Explain in detail. **3**
- (d) How can we determine project ROI ? Explain in detail. **5**
-