DB-003-003509   Seat No. _____

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

March - 2022

CS-27 : Web Searching Tech & Search Engine Opti.

(Old Course)

Faculty Code : 003

Subject Code : 003509

Time : $2\frac{1}{2}$ Hours]   [Total Marks : **70**

Instructions : Attempt any five questions.

1 (A) Attempt the following,   4
      (1) What is SEO?
      (2) Which search engine maximum used in china?
      (3) What is broad match?
      (4) Give full form of SERP
  (B) What is organic results?   2
  (C) Explain mission of search engine.   3
  (D) Explain country specific search engine.   5

2 (A) Attempt the following   4
      (1) What is indexing?
      (2) What is navigational query?
      (3) What is crawling?
      (4) What is search engine?
  (B) what is black hat SEO?   2
  (C) Explain market share of search engine.   3
  (D) Explain algorithm based ranking system   5

3 (A) Attempt the following   4
      (1) Give full form of SWOT.
      (2) What is cache : operator?

(3) What is exact match?

(4) What is Adword?

(B) What is Mindshare? 2

(C) Explain accessing historical progress. 3

(D) Explain SEO for raw traffic. 5

4 (A) Attempt the following. 4

(1) What is intitle: operator?

(2) Give full form of CMS.

(3) What is Reputation Management?

(4) What is branding?

(B) What are the major elements of planning? 2

(C) Explain determining top competitors. 3

(D) Explain auditing an existing site to identify SEO problems. 5

5 (A) Attempt the following. 4

(1) Give full form of XML.

(2) What is domain?

(3) Give full form of TLD.

(4) What is microsites?

(B) What are CMS issues? 2

(C) Explain optimizing of URLs. 3

(D) Explain content optimization. 5

6 (A) Attempt the following: 4

(1) What is sub domain?

(2) Give full form of PPC

(3) What is keyword?

(4) What is content?

(B) What is flash? 2

(C) Explain optimizing of domain name 3

(D) Explain robots.txt file with example. 5

7 (A) Attempt the following. 4

(1) Give full form of ROI

(2) Adword research tools is a proprietary of which company?

(3) What is cache?

(4) What is keyword planner tool?

(B) What is universal search?   **2**

(C) Explain content optimization   **3**

(D) Explain optimizing for image search.   **5**

8 (A) Attempt the following: **4**

(1) Give full form of SEM.

(2) What is alt attribute?

(3) What is Adword?

(4) Give full form of URL

(B) What is local search   **2**

(C) Explain optimizing for product search.   **3**

(D) Explain any one keyword research tool.   **5**

9 (A) Attempt the following: **4**

(1) What does mean by doorway pages?

(2) Give full form of QDD.

(3) What is root domain?

(4) List any five keyword research tool.

(B) Why measuring is require in SEO?   **2**

(C) Explain increased market saturation and competition.   **3**

(D) Explain importance of local search.   **5**

10 (A) Attempt the following: **4**

(1) Google support _____ character in meta description tags

(2) What Local search?

(3) What is sitemap?

(4) What is robots.txt?

(B) What is long tail keyword?   **2**

(C) Explain importance of voice recognition search.   **3**

(D) Explain enduring art form.   **5**

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