



DBL-003-0004503

Seat No. _____

B. Sc. I. T. (Sem. V) (W.E.F. 2016) Examination

June - 2022

**CS-27 : Search Engine Techniques &
Digital Technology Trends**

Faculty Code : 003

Subject Code : 0004503

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

[Total Marks : 70

- 1 (a) Objective type questions : 4
(1) What is broad match ?
(2) What is crawling ?
(3) Give full form of PPC.
(4) What is Organic result ?
- (b) Answer in brief : 2
What is SEO ?
- (c) Answer in detail : 3
Explain inurl operator.
- (d) Write a note on : 5
Explain advanced search techniques in brief.
- 2 (a) Objective type questions : 4
(1) Which search engine maximum used in south korea ?
(2) Give full form of SERP.
(3) What is informational query ?
(4) What is grey hat SEO ?
- (b) Answer in brief : 2
What is the human goal of searching ?
- (c) Answer in detail : 3
Explain eye tracking : How users Scan Results Pages ?
- (d) Write a note on : 5
Explain vertical search engine.

- 3 (a) Objective type questions : 4
 (1) Give full form of CMS.
 (2) Explain the term "Crawl Errors".
 (3) What is On Page Optimization ?
 (4) What is cache : Operator ?
- (b) Answer in brief : 2
 Explain SEO for ideological influence.
- (c) Answer in detail : 3
 What are the major elements of planning ?
- (d) Write a note on : 5
 Explain determining top competitors.
- 4 (a) Objective type questions : 4
 (1) Give full form of SEO.
 (2) Give full form of SWOT.
 (3) xml sitemap file will be generally uploaded in
 (4) Give full form of KEI.
- (b) Answer in brief : 2
 What is SEO for E-commerce sales ?
- (c) Answer in detail : 3
 Explain accessing historical progress.
- (d) Write a note on : 5
 Explain auditing an existing site to identify SEO problems.
- 5 (a) Objective type questions : 4
 (1) Give full form of XML.
 (2) What is root domain ?
 (3) What is microsites ?
 (4) What is content in SEO ?
- (b) Answer in brief : 2
 State a difference between flat and deep architecture.
- (c) Answer in detail : 3
 Explain keyword targeting.
- (d) Write a note on : 5
 Explain content optimization.

6	(a) Objective type questions :	4
	(1) What is information architecture ?	
	(2) What is sub domain ?	
	(3) Give full form of TLD.	
	(4) Give full form of PPC.	
	(b) Answer in brief :	2
	What is domain ?	
	(c) Answer in detail :	3
	Explain CMS issues.	
	(d) Write a note on :	5
	Explain robots.txt file with example.	
7	(a) Objective type questions :	4
	(1) Give full form of ROI.	
	(2) When user scan the result pages, their eye movement creates _____ shaped pattern.	
	(3) Adword research tools is a proprietary of which company ?	
	(4) What is doorway pages ?	
	(b) Answer in brief :	2
	What is keyword planner tool ?	
	(c) Answer in detail :	3
	Explain long tail of keyword demand.	
	(d) Write a note on :	5
	Explain optimizing for product search.	
8	(a) Objective type questions :	4
	(1) Give full form of SEM.	
	(2) What is alt attribute ?	
	(3) What is adword tool ?	
	(4) What is sitemap ?	
	(b) Answer in brief :	2
	Explain importance of local search.	
	(c) Answer in detail :	3
	Explain domain expertise.	
	(d) Write a note on :	5
	Explain theory behind keyword research.	

- 9** (a) Objective type questions : **4**
(1) What is Digital signature ?
(2) Give full form of VRML.
(3) Give full form of HMD.
(4) Give full form of AR.
- (b) Answer in brief : **2**
What is Digital Business ?
- (c) Answer in detail : **3**
Differentiate digital business vs e-commerce.
- (d) Write a note on : **5**
Explain how block chain work ?
- 10** (a) Objective type questions : **4**
(1) What is protocols ?
(2) What is Mining ?
(3) Give full form of MR.
(4) Give full form of VR.
- (b) Answer in brief : **2**
Explain VR technology.
- (c) Answer in detail : **3**
Explain digital business opportunities.
- (d) Write a note on : **5**
Explain tracing blockchain origin.
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