



**DBL-003-2045003**

Seat No. \_\_\_\_\_

**B. Sc. I. T. (Sem. V) (CBCS) Examination**

**June - 2022**

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

**Faculty Code : 003**

**Subject Code : 2045003**

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

[Total Marks : 70

**Instruction** : Answer any 5 questions from the following 10.

- 1 (a) Attempt the following : 4  
(1) What is SEO ?  
(2) Full form of CPC.  
(3) Searchers eye tracking creates which pattern in SERP.  
(4) Most popular search engine in India is \_\_\_\_\_
- (b) Answer in brief : 2  
State the difference between paid search and free search.
- (c) Answer in detail : 3  
List and explain any 3 advanced search operators in detail.
- (d) Write a note on following : 5  
Explain algorithm based ranking systems in detail.
- 2 (a) Attempt the following : 4  
(1) What is SEO ?  
(2) List 5 search engines  
(3) Free search is also known as \_\_\_\_\_  
(4) Define mission of the search engines.
- (b) Answer in brief : 2  
Explain Click tracking in brief.
- (c) Answer in detail : 3  
Explain title tag and meta tag in detail.
- (d) Write a note on following : 5  
Explain different types of query with examples.

- 3 (a) Answer the following : 4  
 (1) Full form of ROI.  
 (2) Define : On page optimization.  
 (3) Full form of SERP.  
 (4) Define SWOT analysis
- (b) Answer in brief : 2  
 List out different business factors that affect your SEO plan.
- (c) Answer in detail : 3  
 Write a note on SEO for raw traffic and e commerce sales.
- (d) Write a note on following : 5  
 Explain leveraging business assets for SEO.
- 4 (a) Attempt the following : 4  
 (1) Full form of CMS.  
 (2) Give any 2 examples of log file tracking tool  
 (3) Define ANCHOR Text.  
 (4) Define site auditing.
- (b) Answer in brief : 2  
 Explain keyword cannibalization.
- (c) Answer in detail : 3  
 Explain about the study of your top competitors in SEO.
- (d) Write a note on following : 5  
 Explain Site information architecture.
- 5 (a) Attempt the following : 4  
 (1) Full form of TLD.  
 (2) What is Site Map ?  
 (3) Define canonical tag.  
 (4) Define robots.txt file.
- (b) Answer in brief : 2  
 What is redirect ?
- (c) Answer in detail : 3  
 Explain content optimization in detail.
- (d) Write a note on following : 5  
 Explain difference between flat architecture and deep architecture.

- 6 (a) Attempt the following : 4  
 (1) Where to upload your sitemap file ?  
 (2) Define Session id.  
 (3) What is cookie ?  
 (4) Full form of CMS.
- (b) Answer in brief : 2  
 Explain Micro sites.
- (c) Answer in detail : 3  
 Write a note on PAGINATION.
- (d) Write a note on following : 5  
 Define the following terms :  
 (i) Good and bad redirects  
 (ii) Root and sub domain.
- 7 (a) Attempt the following : 4  
 (1) What is keyword research ?  
 (2) Define long tail of keyword.  
 (3) What is keyword ?  
 (4) Keyword research is important in \_\_\_\_\_
- (b) Answer in brief : 2  
 Explain optimizing for local search.
- (c) Answer in detail : 3  
 Explain news, blog and feed search.
- (d) Write a note on following : 5  
 Explain long tail of keyword demand curve in detail.
- 8 (a) Attempt the following : 4  
 (1) Which tool is responsible for keyword comparison ?  
 (2) List any 3 keyword research tools.  
 (3) Full form of UGC.  
 (4) Percentage of non popular keywords means long tail keywords are \_\_\_\_\_.
- (b) Answer in brief : 2  
 Explain optimizing for product search.
- (c) Answer in detail : 3  
 Explain optimizing for Mobile search and video/ multimedia search.
- (d) Write a note on following : 5  
 What is keyword research tool ? Explain any 2 in detail.

- 9** (a) Attempt the following : **4**  
(1) What is digital business ?  
(2) Define : BCT  
(3) What is E-Commerce ?  
(4) Full form of VR.
- (b) Answer in brief : **2**  
Explain features of block chain technologies.
- (c) Answer in detail : **3**  
Explain introduction and needs of VR.
- (d) Write a note on following : **5**  
How block chain work ? Explain in detail.
- 10** (a) Attempt the following : **4**  
(1) List all the opportunities of digital business.  
(2) Any 2 examples of AR concept.  
(3) Any 2 examples of VR concept.  
(4) Full form of AR.
- (b) Answer in brief : **2**  
Explain opportunities of AR.
- (c) Answer in detail : **3**  
Explain risks and barriers to digital business adoption.
- (d) Write a note on following : **5**  
State the difference between  
(1) AR and VR  
(2) Digital business and e-commerce.
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