Seat No. _____

HAL-003-0003509

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

June - 2023

CS-27 : Web Searching Technology &
Search Engine Optimization

(New Course)

Faculty Code : 003
Subject Code : 0003509

Time : $2\frac{1}{2}$ / Total Marks : **70**

1   (a)   Answer the following :   **4**

           (1)   Universal search is also known as _____.

           (2)   QDF stands for _____.

           (3)   _____ is wild card character.

           (4)   _____ search engine is most popular in India.

   (b)   Answer any one in brief :   **2**

           (1)   What is Crawling ?

           (2)   Define Indexing.

   (c)   Answer any one in detail :   **3**

           (1)   Discuss various Ranking Factors.

           (2)   Explain blended search.

   (d)   Answer any one :   **5**

           (1)   Explain different types of queries in detail.

           (2)   Write a note on Eye tracking pattern.

2   (a)   Answer the following :   **4**

           (1)   SWOT stands for _____.

           (2)   Partnership will improve your business assets. (True/false)

           (3)   ROI stands for _____.

           (4)   Click by click record maintenance is in _____ file.

   (b)   Answer any one in brief :   **2**

           (1)   What is the requirement of SEO ?

           (2)   What do you mean by content is king ?

(c) Answer any one in detail : **3**
    (1) Explain SEO for Raw Traffic.
    (2) What are major elements of SEO planning ?

(d) Answer any one : **5**
    (1) What is meant by Lead Generation and Direct Marketing? Explain in detail.
    (2) How to determine top competitors of website ?

3 (a) Answer the following : **4**
    (1) Default Priority in XML Sitemap is _____.
    (2) IA stands for _____.
    (3) _____ is 2-d hierarchical model of the architecture of the site.
    (4) Give full form of CMS.

(b) Answer any one in brief : **2**
    (1) What is Cloaking ?
    (2) What is Mobile sitemap ?

(c) Answer any one in detail : **3**
    (1) Explain Flat site architecture.
    (2) What is Root Domain ?

(d) Answer any one : **5**
    (1) How to avoid duplicate content on your own site ?
    (2) Explain Robot.txt file in detail.

4 (a) Answer the following : **4**
    (1) Give full form of UGC.
    (2) Proper alt tag is part of _____ optimization.
    (3) For _____ search freshness is the most important factor.
    (4) RSS stands for _____.

(b) Answr any one in brief : **2**
    (1) Define : Product Search.
    (2) What is Blog ?

(c) Answer any one in detail : **3**
    (1) What is Site Content Analysis ?
    (2) Write down opportunities in Vertical Serach.

(d) Answer any one : **5**
    (1) How to optimize Image Search ?
    (2) Explain various Keyword Research Tools in detail.

5 (a) Answer the following ; **4**
   (1) Google supports voice search (True/False)
   (2) Measuring of SEO work is useful to _____ .
   (3) Initially crawlers are based only on _____ .
   (4) _____ search is expanded with voice search.

(b) Answer any one in brief : **2**
   (1) What is Log File ?
   (2) What is Tracking Cycle ?

(c) Answer any one in detail : **3**
   (1) Explain key performance indicators for Long Tail SEO.
   (2) Note down competitive and diagnostic search metrics key performance.

(d) Answer any one : **5**
   (1) Explain increased market saturation and competition.
   (2) Why measuring success is essential to the SEO process?

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