



Seat No. _____

HAL-003-2035003

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

Examination

June - 2023

**CS-27 : Web Searching Technology and
Search Engine optimization**

Faculty Code : 003

Subject Code : 2035003

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

- 1 (a) Attempt the following : 4
- (1) Define any one advance search operator.
 - (2) Give full form of SERP.
 - (3) Which search engine maximum used in Russia ?
 - (4) Give the full form of PPC.
- (b) Answer in brief : (any one) 2
- (1) What is paid search ?
 - (2) What is informational query ?
- (c) Answer in detail : (any one) 3
- (1) Explain any three Google Advance Search Operators in detail.
 - (2) Explain Eye Tracking.
- (d) Answer in detail : (any one) 5
- (1) Explain SERP.
 - (2) Explain Crawling, Indexing and ranking in SEO.
- 2 (a) Attempt the following : 4
- (1) Full form of ROI.
 - (2) Full form of CMS.
 - (3) Define breadcrumb navigation.
 - (4) Define Log File.

- (b) Answer in brief : (any one) 2
 (1) Write a note on SEO for Mindshare.
 (2) Explain SWOT analysis.
- (c) Answer in detail : (any one) 3
 (1) Explain Strategic goals of SEO practitioners.
 (2) Explain about developing an SEO plan prior to Site Development.
- (d) Answer in detail : (any one) 5
 (1) Explain about identifying the site development process and its players.
 (2) Explain Auditing and Existing to identify SEO problems in detail.
- 3** (a) Attempt the following : 4
 (1) Full form of XML.
 (2) full form of TLD.
 (3) Define Sitemap.
 (4) Define Pagination.
- (b) Answer in brief : (any one) 2
 (1) Explain Microsites.
 (2) Define TLD.
- (c) Answer in detail : (any one) 3
 (1) Explain XML Sitemap.
 (2) Explain Root Domain, Sub Domain.
- (d) Answer in detail : (any one) 5
 (1) Explain about Optimal Information Architecture in detail.
 (2) Explain Flat and Deep Architecture.
- 4** (a) Attempt the following : 4
 (1) What is a short tail keyword ?
 (2) What is keyword research tool ?
 (3) Define Google Trends.
 (4) Define Keyword Discovery tools.
- (b) Answer in brief : (any one) 2
 (1) What is Trending and Seasonality Fluctuations in keyword demand?
 (2) Explain optimizing for image search.

- (c) Answer in detail : (any one) 3
 (1) Explain about any two keyword Research Tools in detail.
 (2) Explain local search in detail.
- (d) Answer in detail : (any one) 5
 (1) Explain Long tail of the keyword Demand Curve in detail.
 (2) Explain about determining keyword Value or Potential RCI in detail.
- 5** (a) Attempt the following : 4
 (1) Full form of KPP.
 (2) Full form of LUI.
 (3) What is website analysis ?
 (4) Full form of KPI.
- (b) Answer in brief : (any one) 2
 (1) What is tracking cycle ?
 (2) What is block chain?
- (c) Answer in detail : (any one) 3
 (1) Discuss measuring search traffic in detail.
 (2) Explain Market Saturation and competition.
- (d) Answer in detail : (any one) 5
 (1) Explain the key performance indicators for long-tail SEO in detail.
 (2) Discuss increasing importance of local, mobile and voice recognition search in detail.
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