



Seat No. _____

HAL-003-2045003
B. Sc. (IT) (Sem.-V) (CBCS)
(W.E.F. 2019) Examination
June - 2023
CS-27 : Search Engine Techniques &
Digital Technology Trends

Faculty Code : 003
Subject Code : 2045003

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

- 1 (a) Attempt the following: 4
- (1) The main goal of search engine is to satisfy the searcher.
(True or False)
 - (2) Full form of PPC.
 - (3) Full form of SEO.
 - (4) Duckduckgo is search engine. (True of False)
- (b) Answer in brief: (Any 1 out of 2) 2
- (1) State the difference between paid search and free search.
 - (2) How search engines drive commerce on the web?
- (c) Answer in detail: (Any 1 out of 2) 3
- (1) Explain analyzing ranking factors in detail.
 - (2) Explain crawling, indexing and ranking in detail.
- (d) Write a note on: (Any 1 out of 2) 5
- (1) Write a note on following tags, (1) Title tag and
(2) Meta tag.
 - (2) Explain various types of query in search engine optimization.

- 2 (a) Attempt the following: 4
- (1) SERP stands for _____.
 - (2) Full form of ROI.
 - (3) _____ is the visible, clickable text in a hyperlink.
In modern browsers, it's often blue and underlined.
 - (4) _____ is a way to show the user where he is in the navigation hierarchy.
- (b) Answer in brief: (Any 1 out of 2) 2
- (1) Explain SEO for branding and lead generation.
 - (2) Explain major elements of SEO planning.
- (c) Answer in detail: (any 1 out of 2) 3
- (1) Explain leveraging business assets for SEO.
 - (2) Explain about the study of your top competitors in SEO.
- (d) Write a note on: (any 1 out of 2) 5
- (1) Explain site information architecture.
 - (2) Explain auditing an existing site to identify SEO problems in detail.
- 3 (a) Attempt the following: 4
- (1) Full form of CMS.
 - (2) _____ is a way of telling search engines that a specific URL represents the master copy of a page.
 - (3) URL stand for _____.
 - (4) TLD stand for _____.
- (b) Answer in brief: (Any 1 out of 2) 2
- (1) Write a note on robots.txt file.
 - (2) Write a note on PAGINATION.
- (c) Answer in detail: (Any 1 out of 2) 3
- (1) What is redirect? Explain in detail.
 - (2) Explain content optimization in detail.
- (d) Write a note on: (Any 1 out of 2) 5
- (1) Explain root domains, sub domains and micro sites.
 - (2) Explain difference between flat architecture and deep architecture.

- 4 (a) Attempt the following: 4
- (1) _____ allows you to compare two or more search terms to see their relative popularity and seasonality over time.
 - (2) Keyword.io is a useful keyword research tool in SEO. (True or False).
 - (3) Keyword research is important in marketing of any brand. (True or False)
 - (4) _____ keywords who is available in search engine database but not popular and not much more used in optimization.
- (b) Answer in brief: (Any 1 out of 2) 2
- (1) Explain about optimizing local and product search.
 - (2) Explain optimizing for mobile search and multimedia search.
- (c) Answer in detail: (Any 1 out of 2) 3
- (1) Explain news, blog and feed search.
 - (2) Explain Trending, Seasonality and Seasonal Fluctuations in Keyword demand in detail.
- (d) Write a note on: (Any 1 out of 2) 5
- (1) Explain long tail of keyword demand curve in detail.
 - (2) Define keyword research. Explain any 2 keyword research tool in detail.
- 5 (a) Attempt the following: 4
- (1) _____ is a way to promote your products or ideas without any physical demands.
 - (2) BCT stands for _____.
 - (3) Full form of AR.
 - (4) Full form of VR.
- (b) Answer in brief: (Any 1 out of 2) 2
- (1) Explain features of block chain technologies.
 - (2) State the difference between digital business and e-commerce.

- (c) Answer in detail: (Any out of 2) **3**
- (1) Explain introduction and needs for VR.
 - (2) Explain risks and barriers to digital business adoption.
- (d) Write a note on: (Any 1 out of 2) **5**
- (1) What is block chain technology? How it works. Explain in detail.
 - (2) State the difference between AR and VR.
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