

GEETANJALI COLLEGE OF COMPUTER SCIENCE & COMMERCE (BBA)
PRELIMINARY EXAM
B.C.A. SEM – 5

SUBJECT : Web Searching Technology & Search Engine Optimization
TIME : 2 ½ Hours.

DATE : //
MARKS: 70

Q-1-(A) ANSWER THE FOLLOWING. (4)

1. SEO stands for?
2. CTR stands for?
3. Which Search Engine is most popular in India?
4. Universal Search is also known as.....

Q-1-(B) ANSWER IN BRIEF (ANY ONE) (2)

1. State the difference between paid search & free search.
2. Explain title tag and Meta tag in detail.

Q-1-(C) ANSWER IN BRIEF (ANY ONE) (3)

1. Explain Eye tracking.
2. List and explain any 3 advanced search operators in detail.

Q-1-(D) ANSWER IN BRIEF (ANY ONE) (5)

1. Explain Different types of Queries in detail.
2. Explain the layout of SERP.

Q-2-(A) ANSWER THE FOLLOWING. (4)

1. PPC stands for.....
2. What is use of SITE operator in Google?
3. ROI Stands for
4. What is keyword cannibalization?

Q-2-(B) ANSWER IN BRIEF (ANY ONE) (2)

1. What is indexing?
2. What is Reputation Management?

Q-2-(C) ANSWER IN BRIEF (ANY ONE) (3)

1. Define ANCHOR TEXT.
2. Explain SWOT Analysis in brief.

Q-2-(D) ANSWER IN BRIEF (ANY ONE) (5)

1. What is Analyzing Ranking Factor?
2. Explain Different Element of SEO Audit in detail.

Q-3-(A) ANSWER THE FOLLOWING. (4)

1. What is Microsite?
2. QDD Stands for.
3. Explain Breadcrumb Navigation?
4. CDN stands for.

Q-3-(B) ANSWER IN BRIEF (ANY ONE) (2)

1. Write a note on PAGINATION.
2. Explain Web Traffic.

- Q-3-(C) ANSWER IN BRIEF (ANY ONE) (3)**
1. Explain robot.txt files with suitable example.
2. Difference between Flat architecture and deep architecture.
- Q-3-(D) ANSWER IN BRIEF (ANY ONE) (5)**
1. What is CMS? List all the issues faced when using CMS in SEO?
2. What is redirect? Explain in details.
- Q-4-(A) ANSWER THE FOLLOWING. (4)**
1. What is short tail keyword?
2. What is keyword research?
3. Give the full form of XML.
4. Give the full form of TLD.
- Q-4-(B) ANSWER IN BRIEF (ANY ONE) (2)**
1. Explain blog optimization.
2. Explain long tail of keyword demand curve in detail.
- Q-4-(C) ANSWER IN BRIEF (ANY ONE) (3)**
1. Explain traditional Approach for keyword research.
2. Explain local search in detail.
- Q-4-(D) ANSWER IN BRIEF (ANY ONE) (5)**
1. Explain news, blog and feed search in detail.
2. Explain all keyword research tools and explain any two.
- Q-5-(A) ANSWER THE FOLLOWING. (4)**
1. Which tool is provided by Google for website analysis?
2. What is blogosphere?
3. Define backlinks.
4. What is branded traffic?
- Q-5-(B) ANSWER IN BRIEF(ANY ONE) (2)**
1. How Voice Recognition Search is works in SEO?
2. Explain Action Tracking.
- Q-5-(C) ANSWER IN BRIEF(ANY ONE) (3)**
1. Briefly explain Search Complexity Growth.
2. Explain Tying SEO to Conversion and ROI.
- Q-5-(D) ANSWER IN BRIEF (ANY ONE) (5)**
1. What is Project ROI? Explain its Complexity.
2. Explain Why Measuring Success Is Essential to the SEO Process.

BEST OF LUCK