



MAK-003-0003509-N Seat No. 000005

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

**December – 2020**

**CS - 27 : Web Searching Technology and Search  
Engine Optimization  
(New Course)**

**Faculty Code : 003**

**Subject Code : 0003509**

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

[Total Marks : 70

**Instruction :** Attempt any five questions

- 1 (A) Attempt the following objective Question : 4
- (1) SEO Stands for
  - (2) When user view the Google search Result his eye track create \_\_\_\_\_.
  - (3) Initially Crawler are based on \_\_\_\_\_.
  - (4) Universal Search is also known as \_\_\_\_\_.
- (B) Answer in brief : 2
- (1) What is Click Tracking?
- (C) Answer in brief : 3
- (1) Explain Different types of Queries in detail
- (D) Write note on following : 5
- (1) Explain Components of Search Engine Result Pages
- ✓ 2 (A) Attempt the following objective Question : 4
- (1) CTR Stands for
  - (2) SERP Stands for
  - (3) Google was launched in \_\_\_\_\_
  - (4) What is shopping search?
- (B) Answer in brief : 2
- (1) What is Document analysis?

	(C) Answer in brief :	3
	(1) Explain Vertical search in detail?	5
	(D) Write note on following :	
	(1) What is searching? Explain its goals in detail	4
3	(A) Attempt the following objective Question :	
	(1) What is breadcrumb navigation?	
	(2) What is Log file tracking?	
	(3) What is a Doorway page?	
	(4) What is Page Load Time?	
	(B) Answer in brief :	2
	(1) What are the Strategic goals of SEO?	
	(C) Answer in brief :	3
	(1) Explain SWOT Analysis in detail	5
	(D) Write note on following :	
	(1) Explain Site's Information Architecture in detail	4
4	(A) Attempt the following objective Question :	
	(1) What is web traffic?	
	(2) ROI Stands for	
	(3) What is page content?	
	(4) What is keyword Research?	
	(B) Answer in brief :	2
	(1) What is an E-Commerce Sale?	
	(C) Answer in brief :	3
	(1) Explain various secrets of competitor's Website.	5
	(D) Write note on following :	
	(1) Explain Elements of a SEO Audit in detail	4
5	(A) Attempt the following objective Question :	
	(1) What is Microsites?	
	(2) What is iframes?	
	(3) SIFR Stands for	
	(4) PLD Stands for	
	(B) Answer in brief :	2
	(1) What A/B Split Testing	

- (C) Answer in brief : 3  
(1) What is Duplicate Content? List out the various issues
- (D) Write note on following : 5  
(1) What is Sitemap? Explain Different types of Sitemap files in detail
- 6 (A) Attempt the following objective Question : 4  
(1) What is connected link structures ?  
(2) What is mobile sitemap?  
(3) What is Pagination?  
(4) What is Subdomain?
- (B) Answer in brief : 2  
(1) What is root domain?
- (C) Answer in brief : 3  
(1) List out the elements of site that are problematic to search engine
- (D) Write note on following : 5  
(1) Explain Various Elements of sitemap file in detail
- 7 (A) Attempt the following objective Question : 4  
(1) What is Content analysis?  
(2) What is Sticky Post?  
(3) What is Short Tail Keyword?  
(4) What is Local Guide?
- (B) Answer in brief : 2  
(1) Explain Keyword Density Analysis.
- (C) Answer in brief : 3  
(1) Explain Traditional Approach for keyword Research
- (D) Write note on following : 5  
(1) Explain Keyword Research tool in detail
- 8 (A) Attempt the following objective Question : 4  
(1) What is blog search count?  
(2) What is related terms?  
(3) KEI stands for.  
(4) RSS stands for



- (B) Answer in brief : 2  
 (1) What is landing page optimization?
- (C) Answer in brief : 3  
 (1) What are holiday related keywords? Explain in detail
- (D) Write note on following : 5  
 (1) Explain opportunities of vertical search in detail
- 9 (A) Attempt the following objective Question : 4  
 (1) What is Branded search Traffic search?  
 (2) What is Blogosphere?  
 (3) Google has given concept of scanning book from \_\_\_\_\_  
 (4) Local Search provide results based on user's \_\_\_\_\_
- (B) Answer in brief : 2  
 (1) Explain Robot Traffic Analysis
- (C) Answer in brief : 3  
 (1) Explain Different way of analyzing a website
- (D) Write note on following : 5  
 (1) What is Action Tracking? Explain Action Tracking Activities in detail
- 10 (A) Attempt the following objective Question : 4  
 (1) What is total site traffic ?  
 (2) What is lead generation?  
 (3) What is branding value?  
 (4) What is branded?
- (B) Answer in brief : 2  
 (1) What is analytics Dashboards?
- (C) Answer in brief : 3  
 (1) Explain Common analytics mistakes in detail
- (D) Write note on following : 5  
 (1) Explain the importance of local, mobile and voice recognition search