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?

(D) Write note on following :   **5**
    (1) What is searching? Explain its goals in detail

3   (A) Attempt the following objective Question :   **4**
    (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

   (D) Write note on following :   **5**
    (1) Explain Site's Information Architecture in detail

4   (A) Attempt the following objective Question :   **4**
    (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.

   (D) Write note on following :   **5**
    (1) Explain Elements of a SEO Audit in detail

5   (A) Attempt the following objective Question :   **4**
    (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 :
(1) What is landing page optimization?

3

(C) Answer in brief :
(1) What are holiday related keywords? Explain in detail

5

(D) Write note on following :
(1) Explain opportunities of vertical search in detail

4

9 (A) Attempt the following objective Question :
(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 _____

2

(B) Answer in brief :
(1) Explain Robot Traffic Analysis

3

(C) Answer in brief :
(1) Explain Different way of analyzing a website

5

(D) Write note on following :
(1) What is Action Tracking? Explain Action Tracking Activities in detail

10 (A) Attempt the following objective Question :
(1) What is total site traffic ?
(2) What is lead generation?
(3) What is branding value?
(4) What is branded?

4

(B) Answer in brief :
(1) What is analytics Dashboards?

2

(C) Answer in brief :
(1) Explain Common analytics mistakes in detail

3

(D) Write note on following :
(1) Explain the importance of local, mobile and voice recognition search

5