SUBJECT	: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION	DATE :
TIME :	2 ½ Hours.	MARKS : 70

Q-1(A)   **Answer the following :**   **04**
1   SEO stands for_____.
2   SERP stands for_____.
3   The Main Goal of Search Engine is_____.
4   PPC stands for_____.

Q-1(B)   **Answer in brief (Any 1 out of 2)**   **02**
1   Explain Eye Tracking.
2   Explain Internal Linking.

Q-1(C)   **Answer in brief (Any 1 out of 2)**   **03**
1   Explain Analyzing Ranking Factors in details.
2   Difference between Paid Search and Free Search.

Q-1(D)   **Answer in brief (Any 1 out of 2)**   **05**
1   Explain Click Tracking in details.
2   Explain Algorithm-Based Ranking Systems in details.

Q-2(A)   **Answer the following:**   **04**
1   What is On page optimization ?
2   What is keyword cannibalization?
3   What is E-Commerce Sales ?
4   What is External Linking ?

Q-2(B)   **Answer in brief (Any 1 out of 2)**   **02**
1   What is Raw Traffic ?
2   Explain SWOT Analysis.

Q-2(C)   **Answer in brief (Any 1 out of 2)**   **03**
1   Explain Site information architecture.
2   Explain Benchmarking Current Indexing Status.

Q-2(D)   **Answer in brief (Any 1 out of 2)**   **05**
1   Explain Leveraging Business Assets for SEO.
2   Explain about the study of your top competitors in SEO.

Q-3(A)   **Answer the following :**   **04**
1   CMS stands for_____.
2   What is Cookie ?
3   What is Session ID?
4   XML stands for_____.

Q-3(B)   **Answer in brief (Any 1 out of 2)**   **02**
1   What is Pagination in SEO?
2   What is robots.txt file ?

Q-3(C)	**Answer in brief (Any 1 out of 2)**	**03**
1	Difference between Flat architecture and deep architecture.	
2	What is redirect? Explain in details.	

Q-3(D)	**Answer in brief (Any 1 out of 2)**	**05**
1	Explain Keyword Targeting in detail.	
2	Explain Content Optimization in detail.	

Q-4(A)	**Answer the following :**	**04**
1	What is keyword research?	
2	What is long tail of keyword ?	
3	What is short tail of keyword ?	
4	Keyword research is important in_____.	

Q-4(B)	**Answer in brief (Any 1 out of 2)**	**02**
1	Explain Domain Expertise.	
2	Explain keyword research tool? Explain any one in detail.	

Q-4(C)	**Answer in brief (Any 1 out of 2)**	**03**
1	Explain Blog, and Feed Search, News in SEO Optimizing.	
2	Explain optimizing of Mobile search & multimedia search.	

Q-4(D)	**Answer in brief (Any 1 out of 2)**	**05**
1	Explain Vertical Search.	
2	Explain long tail of keyword demand curve in detail.	

Q-5(A)	**Answer the following:**	**04**
1	What is Search Traffic ?	
2	What is Market Competition ?	
3	What is Diagnostic Search Metrics?	
4	What is Web Analytics ?	

Q-5(B)	**Answer in brief (Any 1 out of 2)**	**02**
1	What is Voice Recognition Search ?	
2	What is Market Saturation ?	

Q-5(C)	**Answer in brief (Any 1 out of 2)**	**03**
1	Explain The Ongoing Evolution of Search.	
2	Explain Increasing Importance of Local, Mobile Search.	

Q-5(D)	**Answer in brief (Any 1 out of 2)**	**05**
1	Explain Measuring Search Traffic.	
2	Explain Indicators for Long Tail SEO.	