

## Listening Fill in the Blanks Spellings Check

Aesthetic	Assumption	Brilliant	Climate	Concussive
Aftermath	Assurance	Broadcast	Climbing	Conference
Agency	Atmosphere	Brought	Clot	Confess
Aggressive	Atmospheric	<b>Burgeon</b>	Clothing	Confessed
Agriculture	<b>Attuned</b>	Burning	<b>Clout</b>	Confidence
Allergy	Auditory	Camps	Cluster	Confidential
Alliance	Author	Campus	Clusters	Confirm
Alliances	Automatically	Career	Coaching	Confusing
Alphabet	Autumn	Cash	Coalition	Consciousness
Alternative	Awoke	Casually	<b>Coercive</b>	<b>Consecutive</b>
Ancient	Baffle	Cautionary	Colleagues	Conservative
Apologised	Beginning	Celebrate	Collect	Consistency
Appalling	Behavior	Celebrated	Collision	Consistent
Apparent	Behaviour	Certainly	<b>Colloquia</b>	Constant
Application	Being	Chairman	Combination	Constitute
Approach	<b>Beleaguered</b>	Challenge	Commence	Constitutes
Arbitrated	Beneath	Chamber	Common	Constitution
Arctic	Benefited	Channel	Commonly	Constructive
Articles	Billion	Characteristic	Communities	Contemporary
Articulation	Binary	Characters	Compatible	Contents
Ascertain	Biology	Charity	Competitions	Context
Aspiration	Board	Cheaper	Complained	Continent
Assess	<b>Boast</b>	Chef	Complex	Contract
Associated	Bond	Chlorophyll	Complicated	Control
Assume	<b>Boost</b>	Church	Component	Controversial
Assumed	Bored	Circle	Compossible	Controversy
Convinced	Boundaries	Circuit	Computer	Convergence
Convincible	Boundary	Circulation	Concentrate	Conversation
Cooperation	Bounds	City	Concentration	Conversion
Countries	Branding	Classical	Concept	Convey

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Covered	<del>Breathe</del>	Dispersion	Empathy	Exhibit
Covert	Density	Distinction	Emphases	Existences
Craft	Departure	Distinctive	Emphasis	Expansion
Creativity	Dependence	Distribution	Emphasised	Expectations
Creed	Depression	Distrust	Emulated	Experience
Crises	Depth	Diverse	Emulates	Experiencing
Crisis	Describe	Diversity	Encouraging	Exploring
Critically	Description	Document	Encyclopedia	Explosion
Crucial	Destination	Donor	Engendering	Exposure
Cultural	Determination	Double	Engine	Expressions
Culture	Determine	Dozen	Engineering	External
Curing	Determining	Dramatically	Enlarge	Extol
Curriculum	Devastating	Drop	Enormous	Extreme
Dastard	Develop	Droplets	Enormously	Face
Dawn	Development	Drowning	Enroll	Facilities
Dealing	Devolution	Earnestly	Environment	Factors
Death	Devotion	Ecological	Envision	Factory
Debate	Dialogue	Economic	Envisions	Failed
Decade	Different	Editable	Equally	Faith
Decent	Diffident	Editorial	Equation	Famous
Decline	Dinosaurs	Education	Equations	Fashions
Deduction	Disappeared	Efficient	Escape	Favourite
Deformed	Discipline	Electronic	Essentially	Femininity
Deliberately	Disciplines	Electronically	Eventually	Ferry
Delivering	Discovered	Electronics	Everyone	Field
Demographic	Discovery	Element	Everywhere	Figurative
Idential	Discursion	Elementary	Evoke	Financial
Identical	Discuss	Embrace	Excellence	Firmed
Identities	Diseases	Emergency	Exercise	Five
Identity	Disorder	Emit	Exercises	Flame

### **Listening Fill in the Blanks Spellings Check**

Illusion	Dispersal	Movements	Opposed	Floor
Illustrative	Irrational	Muscle	Opt	Folder
Image	Irrelevant	Mutate	Optimizing	Followers
Imagine	Issue	Mysterious	Option	Force
Imaging	Journal	Native	Origin	Forecast
Imagining	Journalism	Natural	Originated	Forensic
Immense	Journalist	Nature	Overfishing	Foreshadowed
Immune	Key	Naval	Overlap	Forests
Impacting	Knowledge	Navicular	Overseas	Former
Implement	Label	Nearest	Overseeing	Foundation
Implications	Labor/Labour	Necessarily	Overview	Fragile
Important	Laboratory	Negative	Oyster	Frequency
Improvements	Labour	Neighboring/ Neighbouring	Package	Frontier
Inbred	Large	Neighbour	Paddle	Frontiers
Incentive	Latter	Neighbouring	Paradox	Frustrated
Include	Leading	Nitrogen	Paradoxical	Fundamental
Incorporate	Leans	Obesity	Partial	Funding
Incorporating	Legitimate	Objective	Particles	Galaxies
Increasing	Lenient	Objects	Particular	Gaps
Increasingly	Library	Obligated	Particularly	Gathering
Incredibly	Light	Obscure	Passenger	Generated
Indeed	Lighting	Observable	Passive	Generation
Independence	Lined	Observe	Pasture	Genius
Individual	Listed	Observed	Patriotism	Getting
Individuality	Loosely	Obtaining	Pattern	Glean
Induced	Lure	Obvious	Pedal	Gleaned
Industrial	Lying	Occupies	Pendulum	Global
Inevitable	Magnifying	Occuring	Percent	Government
Infrastructure	Majority	Occurrence	Perception	Gradually

## **Listening Fill in the Blanks Spellings Check**

Ingredients	Mammals	Occurring	Perceptions	Graduate
Initially	Managers	Occurs	Permanent	Grapher
Innovator	Manipulate	Ocean	Permission	Graphic
Insights	Manufacture	Oceanographer	Personalised	Graphics
Install	Marionette	Oceanologist	Personality	Green
Instilled	Market	Offsetting	Perspective	Ground
Instinct	Markings	Offspring	Phenomena	Growing
Institution	Massive	Opening	Philosophy	Growth
Institutional	Matchbox	Operation	Phonographs	Habitant
Institutions	Matchstick	Operational	Photographs	Habitat
Insurance	Materials	Suppressed	Photos	Happen
Intelligence	Mathematical	Surfer	Planet	Headed
Intelligent	Mathematics	Surprised	Plants	Heart
Intensity	Maximise	Surveyed	Pollination	Helpful
Intensive	Mean	Sustainable	Ponds	Hemisphere
Intentional	Medium	Swapping	Popular	Hire
Intentionally	Meet	Swift	Populations	Historian
Interact	Mentioned	Swim	Portrait	Historical
Interest	Migration	Swung	Portraits	Histories
Interesting	Million	Symptom	Positive	Horns
Intermediate	Millions	Symptomatic	Potent	Horror
Introduced	Mimic	Synthesis	Potential	Hostile
Invaluable	Minimise	Synthetic	Pounds	Huge
Invest	Moderation	System	Powered	Hundred
Investigate	Modern	Taught	Practical	Hydrogen
Investigators	Modes	Team	Pragmatic	Hypothesise
Invisible	Module	Teamwork	Predator	Ideas
Involved	Monetary	Technically	Predicament	Radiative
Science	Stretching	Situational	Shortage	Spotted
Sculpture	Strike	Skeptical	Shortfall	Spread

## **Listening Fill in the Blanks Spellings Check**

Search	Structure	Sleek	Sick	Spreading
Section	Style	Sociable	Similar	Spreads
Secular	Sub-Letting	Social	Simple	Squabble
Sediment	Subconsciously	Socialize	Simplicity	Stabilized
Seeing	Subject	Society	Single	Stable
Seemingly	Subordinated	Socio-Economic	Spectrum	Staring
Send	Subscribe	Sold	Speculate	Steadfast
Separated	Subscribes	Solid	Speculated	Steady
Sequentially	Subsidies	Some	Speed	Stick
Serious	Subsiding	Soul	Spices	Stirring
Serve	Substances	Sound	Spinning	Stitch
Service	Success	Sounds	Spirit	Stolen
Session	Summarized	Sources	Shallow	Store
Shadow	Summer	Spanish	Shaped	Strategic
Shakespeare	Supermassive	Special	Share	Strategy
Supplemented	Supplemental	Spectacle	Shed	Strength
Supplementing		Supposed	Shelter	Supporting
Turned	Root	Traditional	Propagating	Relatives
Twenty-Six	Rote	Training	Properties	Relevance
Ultimately	Route	Trajectory	Proponent	Relief
Unashamedly	Rules	Transition	Proportion	Relying
Unconventional	Rush	Translated	Proposal	Remaining
Undeniable	Rustic	Translates	Propose	Repetition
Underlying	Sale	Translocation	Propulsion	Representative
Underneath	Sales	Trauma	Prospective	Representatively
Understanding	Salted	Travel	Prosperity	Represents
Undoubtedly	Saturated	Travelling	Protection	Quantitative
Universe	Scary	Tremendous	Protein	Queen
University	Scenario	Tremendously	Provides	Quiet
Untinned	Schedule	Trickery	Pseudo	Published

### **Listening Fill in the Blanks Spellings Check**

Untraditional	Qualifiers	Tropical	Pseudo-Latin	Purpose
Unwind	Qualitative	Trusted	Psychological	Puzzled
Urgency	Urban	Situation	Shoots	Splashes
Urgent	Months	Technician	Predict	Radical
Vacuum	Motive	Technological	Predictable	Radically
Validity	Reputation	Technologically	Prediction	Rammer
Valuable	Reservoir	Technologies	Predominant	Random
Variables	Resources	Technology	Premium	Range
Variety	Respondents	Telescopes	Prerequisite	Rapidly
Vary	Response	Temporary	Primarily	Rash
Vernacular	Responsibilities	Tension	Primary	Ravel
Vertical	Restores	Tentative	Principally	Raw
Visible	Restrict	Terrestrial	Probability	React
Vivid	Restricted	Testify	Problems	Reactive
Vogue	Restrictions	Texture	Process	Readably
Volume	Results	Them	Processes	Recession
Want	Revenue	Theories	Produce	Recognition
Wanting	Reversed	Thereafter	Productive	Recognized
Warmer	Revolutionized	Three	Productivity	Reconstruction
Watch	Rewinding	Thrown	Profession	Recovery
Whatever	Ride	Tidal	Professional	Recruit
Whole	Ridiculous	Tightly	Professionally	Redact
Widely	Right	Tiny	Profound	Reflect
Widening	Risks	Titled	Project	Region
Wisdom	Riveting	Tokyo	Promote	Regions
Wondering	Robust	Tolerate	Promotional	Relationship
Work	Role	Trading	Promotions	Relatively



**DB-003-003509**

Seat No. \_\_\_\_\_

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

**March - 2022**

**CS-27 : Web Searching Tech & Search Engine  
Opti.  
(Old Course)**

**Faculty Code : 003**

**Subject Code : 003509**

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

[Total Marks : 70

**Instructions :** Attempt any five questions.

- |          |  |
|----------|--|
| <b>1</b> | (A) Attempt the following, <span style="float: right;"><b>4</b></span><br>(1) What is SEO?<br>(2) Which search engine maximum used in china?<br>(3) What is broad match?<br>(4) Give full form of SERP |
|          | (B) What is organic results? <span style="float: right;"><b>2</b></span>   |
|          | (C) Explain mission of search engine. <span style="float: right;"><b>3</b></span>  |
|          | (D) Explain country specific search engine. <span style="float: right;"><b>5</b></span>  |
| <b>2</b> | (A) Attempt the following <span style="float: right;"><b>4</b></span><br>(1) What is indexing?<br>(2) What is navigational query?<br>(3) What is crawling?<br>(4) What is search engine?               |
|          | (B) what is black hat SEO? <span style="float: right;"><b>2</b></span>   |
|          | (C) Explain market share of search engine. <span style="float: right;"><b>3</b></span>   |
|          | (D) Explain algorithm based ranking system <span style="float: right;"><b>5</b></span>   |
| <b>3</b> | (A) Attempt the following <span style="float: right;"><b>4</b></span><br>(1) Give full form of SWOT.<br>(2) What is cache : operator?  |

	(3) What is exact match?	
	(4) What is Adword?	
	(B) What is Mindshare?	2
	(C) Explain accessing historical progress.	3
	(D) Explain SEO for raw traffic.	5
4	(A) Attempt the following.	4
	(1) What is intitle: operator?	
	(2) Give full form of CMS.	
	(3) What is Reputation Management?	
	(4) What is branding?	
	(B) What are the major elements of planning?	2
	(C) Explain determining top competitors.	3
	(D) Explain auditing an existing site to identify SEO problems.	5
5	(A) Attempt the following.	4
	(1) Give full form of XML.	
	(2) What is domain?	
	(3) Give full form of TLD.	
	(4) What is microsites?	
	(B) What are CMS issues?	2
	(C) Explain optimizing of URLs.	3
	(D) Explain content optimization.	5
6	(A) Attempt the following:	4
	(1) What is sub domain?	
	(2) Give full form of PPC	
	(3) What is keyword?	
	(4) What is content?	
	(B) What is flash?	2
	(C) Explain optimizing of domain name	3
	(D) Explain robots.txt file with example.	5
7	(A) Attempt the following.	4
	(1) Give full form of ROI	
	(2) Adword research tools is a proprietary of which company?	



	(3) What is cache?	
	(4) What is keyword planner tool?	
	(B) What is universal search?	2
	(C) Explain content optimization	3
	(D) Explain optimizing for image search.	5
8	(A) Attempt the following:	4
	(1) Give full form of SEM.	
	(2) What is alt attribute?	
	(3) What is Adword?	
	(4) Give full form of URL	
	(B) What is local search	2
	(C) Explain optimizing for product search.	3
	(D) Explain any one keyword research tool.	5
9	(A) Attempt the following:	4
	(1) What does mean by doorway pages?	
	(2) Give full form of QDD.	
	(3) What is root domain?	
	(4) List any five keyword research tool.	
	(B) Why measuring is require in SEO?	2
	(C) Explain increased market saturation and competition.	3
	(D) Explain importance of local search.	5
10	(A) Attempt the following:	4
	(1) Google support _____ character in meta description tags	
	(2) What Local search?	
	(3) What is sitemap?	
	(4) What is robots.txt?	
	(B) What is long tail keyword?	2
	(C) Explain importance of voice recognition search.	3
	(D) Explain enduring art form.	5

## **Kamani Science College And Prataprai Arts College**

### **Assignment-5**

#### **(Unit - 3)**

1. Define the following: keyword, keyword research, keyword research tools.
2. Answer the following:
  - a. Strategically thinking about keywords required \_\_\_\_\_
  - b. Keyword research is important in \_\_\_\_\_
  - c. Percentage of non popular keywords means long tail keywords are \_\_\_\_\_
  - d. Which tool is responsible for keyword comparison \_\_\_\_\_
  - e. Conversion ratio means \_\_\_\_\_
  - f. Conversion optimization also known as \_\_\_\_\_
3. Explain strategic thinking about keyword research process.
4. Explain Understanding the Long Tail of the Keyword Demand Curve in detail.
5. Explain about determining Keyword Value/Potential ROI in detail.
6. Explain Leveraging the Long Tail of Keyword Demand in detail .
7. Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand in detail.