



SAF-003-2035003

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

**B. C. A. (Sem. V) (CBCS) (W.E.F. 2019) Examination**

November - 2021

**CS - 27 : Web Searching Technology & Search Engine Optimization**

**Faculty Code : 003**

**Subject Code : 2035003**

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

[Total Marks : 70

**Instruction :** Attempt any 5 out of 10 questions.

- 1 (A) Do as directed : 4
- (1) QDD stands for \_\_\_\_\_.
  - (2) QDF stands for \_\_\_\_\_.
  - (3) Which query is known as "GO" query ?
  - (4) Which query is known as "KNOW" query ?
- (B) Answer in brief : 2
- Explain Secondary Search Engines.
- (C) Answer in brief : 3
- Explain Proximity Search & Boolean Search with example.
- (D) Answer in detail : 5
- Which type of content can be seen by Search Engine on a web page ?
- 2 (A) Do as directed : 4
- (1) SEO stands for \_\_\_\_\_.
  - (2) CTR stands for \_\_\_\_\_.
  - (3) SERP stands for \_\_\_\_\_.
  - (4) PPC stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Explain Primary Search Engines.
- (C) Answer in brief : 3
- Explain On Page & Off Page Optimization.
- (D) Answer in detail : 5
- Explain three main types of queries with example.

- 3 (A) Do as directed : 4
- (1) List five search engines.
  - (2) SWOT stands for \_\_\_\_\_.
  - (3) Which advanced operator is used for getting related/similar URL Search ?
  - (4) OCR stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Why to avoid Session IDs/ User IDs in URL ?
- (C) Answer in brief : 3
- Explain SEO for E-commerce sales.
- (D) Answer in detail : 5
- Explain SEO goals that can fulfill by SEO practitioner.
- 
- 4 (A) Do as directed : 4
- (1) What is Lead Generation ?
  - (2) What is Direct Marketing ?
  - (3) What is the use of Breadcrumb Navigation ?
  - (4) CMS stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Explain any two Server & Hosting Issues.
- (C) Answer in brief : 3
- Explain SEO for Raw Traffic.
- (D) Answer in detail : 5
- Explain the factors for Understanding your audience & finding your position.
- 
- 5 (A) Do as directed : 4
- (1) FQD stands for \_\_\_\_\_.
  - (2) TLD stands for \_\_\_\_\_.
  - (3) ROI stands for \_\_\_\_\_.
  - (4) PLD stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Explain some common reasons that pages may not be reachable.
- (C) Answer in brief : 3
- What is Keyword Cannibalization & how to solve it ?
- (D) Answer in detail : 5
- Explain how to target keywords in Image filename & alt attributes.

|   |  |   |
|---|--|---|
| 6 | (A) Do as directed :                                     | 4 |
|   | (1) What is Taxonomy ?                                   |   |
|   | (2) List vertical searches of Google.                    |   |
|   | (3) Why to avoid pagination ?                            |   |
|   | (4) Which Search Engine announced Blended search first ? |   |
|   | (B) Answer in brief :                                    | 2 |
|   | How to avoid duplicate content on your own site ?        |   |
|   | (C) Answer in brief :                                    | 3 |
|   | How search engine does identify duplicate content ?      |   |
|   | (D) Answer in detail :                                   | 5 |
|   | Explain XML sitemap with its syntax.                     |   |
| 7 | (A) Do as directed :                                     | 4 |
|   | (1) What is Keyword Research ?                           |   |
|   | (2) List 5 "One Box" search queries.                     |   |
|   | (3) Write down the name of Keyword research tools/ site. |   |
|   | (4) What is Pagerank ?                                   |   |
|   | (B) Answer in brief :                                    | 2 |
|   | Explain Google Trends.                                   |   |
|   | (C) Answer in brief :                                    | 3 |
|   | Draw & Explain Long Tail of the keyword demand curve.    |   |
|   | (D) Answer in detail :                                   | 5 |
|   | Explain Traditional Approaches of Keyword Research.      |   |
| 8 | (A) Do as directed :                                     | 4 |
|   | (1) What is Keyword Stuffing ?                           |   |
|   | (2) What is Trackback ?                                  |   |
|   | (3) Write the name of temporary redirect.                |   |
|   | (4) What is Pingback ?                                   |   |
|   | (B) Answer in brief :                                    | 2 |
|   | Explain Seasonality in keyword demand.                   |   |
|   | (C) Answer in brief :                                    | 3 |
|   | Write down Video Optimization tips.                      |   |
|   | (D) Answer in detail :                                   | 5 |
|   | Explain : Typing SEO to conversion & ROI.                |   |

- 9 (A) Do as directed : 4
- (1) What is Click Tracking ?
  - (2) SWF stands for \_\_\_\_\_.
  - (3) KPI stands for \_\_\_\_\_.
  - (4) UGC stands for \_\_\_\_\_.
- (B) Answer in brief : 2
- Write down the Importance of Voice Recognition Search.
- (C) Answer in brief : 3
- Differentiate : Paid & Natural Search.
- (D) Answer in detail : 5
- Explain Action tracking for the sites based on UGC.
- 10 (A) Do as directed : 4
- (1) What is Action Tracking ?
  - (2) "Page cannot be found" indicates \_\_\_\_\_ error code.
  - (3) AJAX stands for \_\_\_\_\_.
  - (4) \_\_\_\_\_ is a free service from Google, to perform web search based on text to speech voice query.
- (B) Answer in brief : 2
- List the metrics in Business Case for SEO.
- (C) Answer in brief : 3
- Explain Action Tracking for Blogs.
- (D) Answer in detail : 5
- Explain how to determine Project ROI.
-