



FB-003-2045003

Seat No. _____

**B. Sc. (I. T.) (Sem. V) (CBCS) (W.E.F. 2019)
Examination**

October - 2022

**CS - 27 : Search Engine Techniques & Digital
Technology Trends**

Faculty Code : 003

Subject Code : 2045003

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

[Total Marks : 70

- 1 (a) Attempt the following : 4
- (1) Full form of CPC.
 - (2) Full form of QDF.
 - (3) The main goal of search engine is _____.
 - (4) Searchers eye tracking creates which pattern in SERP ?
- (b) Answer in brief : (any 1 out of 2) 2
- (1) Explain internal linking ?
 - (2) Explain Click tracking in brief.
- (c) Answer in detail : (any 1 out of 2) 3
- (1) Explain different types of query in detail.
 - (2) State the difference between paid search and free search.
- (d) Write a note on : (any 1 out of 2) 5
- (1) Explain title tag and meta tag in detail.
 - (2) Explain crawling, indexing and ranking in detail.
- 2 (a) Attempt the following : 4
- (1) Full form of ROI.
 - (2) Full form of SERP.
 - (3) Define : On page optimization
 - (4) Define ANCHOR TEXT

- (b) Answer in brief : (any 1 out of 2) 2
- (1) Define SWOT analysis
 - (2) Explain keyword cannibalization.
- (c) Answer in detail : (any 1 out of 2) 3
- (1) Explain about bench marking and current indexing status of seo.
 - (2) Explain about the study of your top competitors in seo.
- (d) Write a note on : (any 1 out of 2) 5
- (1) Explain leveraging business assets for seo.
 - (2) Explain Site information architecture.
- 3** (a) Attempt the following : 4
- (1) Full form of TLD.
 - (2) Define Canonical Tag.
 - (3) Define Session id.
 - (4) Full form of CMS.
- (b) Answer in brief : (any 1 out of 2) 2
- (1) Write a note on robots.txt file.
 - (2) What is redirect ? Explain in details.
- (c) Answer in detail : (any 1 out of 2) 3
- (1) Write a note on PAGINATION
 - (2) Define following terms :
 - (1) Good and bad redirects
 - (2) Micro sites and Sitemap
- (d) Write a note on : (any 1 out of 2) 5
- (1) Explain content optimization in detail.
 - (2) Explain difference between Flat architecture and Deep architecture.
- 4** (a) Attempt the following : 4
- (1) What is keyword research ?
 - (2) Define long tail of keyword ?
 - (3) List any 4 keyword research tools.
 - (4) Keyword research is important in _____.

- (b) Answer in brief : (any 1 out of 2) 2
- (1) Explain about local search.
 - (2) Explain about Product search.
- (c) Answer in detail : (any 1 out of 2) 3
- (1) Explain news, blog and feed search.
 - (2) Explain optimizing of Mobile search and multimedia search.
- (d) Write a note on : (any 1 out of 2) 5
- (1) What is keyword research tool ? Explain any 2 in detail.
 - (2) Explain long tail of keyword demand curve in detail.
- 5** (a) Attempt the following : 4
- (1) What is digital business ?
 - (2) Define : BCT
 - (3) What is E-Commerce ?
 - (4) Full form of AR.
- (b) Answer in brief : (any 1 out of 2) 2
- (1) Explain features of block chain technologies.
 - (2) Explain introduction and needs of VR.
- (c) Answer in detail : (any 1 out of 2) 3
- (1) State the difference between Digital business and E-Commerce.
 - (2) State the difference between AR and VR.
- (d) Write a note on : (any 1 out of 2) 5
- (1) Explain risks and barriers to digital business adoption.
 - (2) What is Block chain technology ? How it works, explain in detail.