



Seat No. _____

BACHELOR OF COMPUTER APPLICATION Examination
BCA Semester - 4 APRIL 2025 (Regular) APRIL - 2025
CS-27: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 003

Subject Code : 23SEBCAP-SE-04-04002

Time : 1 Hours]

[Total Marks : 25

- Q.1 (A) Explain human goals of searching. 5
- Q.1 (B) Explain algorithm based ranking system. 5
- OR
- Q.1 (A) Explain search engine result. 5
- Q.1 (B) Explain the market share of search engine. 5
- Q.2 (A) Explain duplicate content issues controlling with session and cookies. 5
- Q.2 (B) Explain Optimal Information Architecture. 5
- OR
- Q.2 (A) Explain delivery and search spider control. 5
- Q.2 (B) Explain Optimization of Domain Names. 5
- Q.3 Explain Keyword Research Tools. 5
- OR
- Q.3 Explain Opportunities in Vertical Search. 5