

Enrollment No:- _____

Exam Seat No:- _____

C.U.SHAH UNIVERSITY

Summer-201

Subject Code: 5CS01WWS1 Subject Name: Web Searching Technology and Search Engine Optimization

Course Name: M.Sc(IT)-Web Tech

Date: 5/5/2015

Semester:1

Marks: 70

Time:10:30To01:30

Instructions:

- 1) Attempt all Questions of both sections in same answer book/Supplementary.
- 2) Use of Programmable calculator & any other electronic instrument prohibited.
- 3) Instructions written on main answer book are strictly to be obeyed.
- 4) Draw neat diagrams & figures (if necessary) at right places.
- 5) Assume suitable & perfect data if needed.

Q. 1	Attempt the following.	14
	a) Explain Eye tracking.	3
	b) Explain natural and paid per search.	3
	c) Explain algorithm based ranking system.	3
	d) Explain vertical search.	3
	e) Explain navigational queries.	2
Attempt any FOUR questions from Q.2 to Q. 8		
Q.-2	a) Explain SEO for raw traffic.	5
	b) Explain SEO for reputation management.	5
	c) Explain country specific search.	4
Q.-3	a) Explain elements of planning.	5
	b) Explain site's information architecture.	5
	c) Explain web analytics & log-file tracking.	4
Q.-4	a) Explain Determining keyword value/Potential ROI	5
	b) Explain traditional approach for keyword research.	5
	c) Explain XML sitemap.	4
Q.-5	a) Explain root, domain and sub-domain.	5
	b) Explain duplicate content issues	5
	c) Explain content optimization.	4
Q.-6	a) How to control content with session ID and cookies.? Explain.	7
	b) Explain advanced search techniques & operators for vertical search.	7
Q.-7	a) Explain optimization of image search.	7
	b) Explain optimization of news and blog search.	7
Q.-8	a) Explain content management system (CMS) issues.	7
	b) Explain SWOT analysis.	7

