Enrollment No: _____   Exam Seat No:_____

C.U.SHAH UNIVERSITY
Summer Examination-2016

Subject Name : Search Engine Optimization

Subject Code : 4CS06ISO1   **Branch: B.Sc.IT.**

Semester : 6   **Date :   09/05/2016**   **Time : 02:30 To 05:30**   **Marks : 70**

Instructions:
   (1) Use of Programmable calculator & any other electronic instrument is prohibited.
   (2) Instructions written on main answer book are strictly to be obeyed.
   (3) Draw neat diagrams and figures (if necessary) at right places.
   (4) Assume suitable data if needed.

Q.-1   Attempt following MCQ.   14
   1)   Traditional approach for keyword research contains _____
         a)   Domain expertise   b)   Site content analysis
         c)   Both a and b   d)   None of these.

   2)   XML sitemap is provided by _____
         a)   Google   b)   Bing
         c)   Both a and b   d)   None of these

   3)   In www.in.rajelectric.com/home.html , second level domain is _____
         a)   in   b)   rajelectric
         c)   com   d)   home.html

   4)   What is PPC?
         a)   Post Per Click   b)   Pay Per Click
         c)   Program Per Click   d)   Point Per Click

   5)   _____ is used when non-ecommerce product /services that you want users to
         accomplish on your site.
         a)   SEO for raw traffic   b)   SEO for E-Commerce
         c)   SEO for Direct Marketing   d)   None of these

   6)   _____is also known as spider.
         a)   index   b)   Rank
         c)   crawler   d)   navigation

   7)   The major search engine in South Korea is _____
         a)   Yahoo   b)   Google
         c)   Yandex   d)   Naver

8) What is domain restricted search?
   a) inURL:
   b) info:
   c) related:
   d) Site:

9) Which of the following is negative ranking factor?
   a) Cloaking
   b) Page Level Traffic
   c) Domain Level Link
   d) Page Level keyword

10) CMS stands for _____
    a) Content Management System
    b) Concept Management System
    c) Content Master System
    d) Concept Master System

11) _____is widely used for news search.
    a) Google
    b) bing
    c) Yahoo
    d) None of the above.

12) In SWOT, T means _____
    a) Throw
    b) Thread
    c) Threat
    d) Threshold

13) Searches performed with the intent of surfing directly to specific website is known as _____
    a) Navigation Query
    b) Adaptive Search
    c) Transaction Query
    d) Information Query

14) If you want to change mind or decision or thinking around a topic _____ SEO is used.
    a) Ideological influence
    b) E-Commerce
    c) Raw Traffic
    d) Direct Marketing

Attempt any FOUR from following.

Q.-2 Attempt following.   **14**

a) How to determine searcher intent? Explain.   5
b) Explain natural versus paid search.   5
c) Explain Ranking, indexing and crawling.   4

Q.-3 Attempt following.   **14**

a) Explain SEO ranking factor analysis.   5
b) What is Vertical Search? Explain its types.   5
c) Explain SEO goals and objectives.   4

Q.-4   Attempt following.   **14**

    a) Explain SEO plan before site development.   5
    b) Explain SEO for raw traffic.   5
    c) Explain SEO for E-Commerce.   4

Q.-5   Attempt following.   **14**

    a) Explain major elements of planning for SEO.   5
    b) How to make site accessible to search engine? Explain.   5
    c) Explain duplicate content issues.   4

Q.-6   Attempt following.   **14**

    a) How to control content with cookies and session id? Explain.   5
    b) Explain optimization of image search.   5
    c) Explain optimization of product search.   4

Q.-7   Attempt following.   **14**

    a) Explain Google's Advanced Search operators.   7
    b) Explain traditional approach for keyword research.   7

Q.-8   Attempt following.   **14**

    a) Explain SWOT.   7
    b) Explain news, blog and feed search optimization.   7