C.U.SHAH UNIVERSITY
Summer Examination-2017

Subject Name : Search Engine Optimization

Subject Code : 4CS06ISO1   **Branch: B.Sc.I.T.**

Semester : 6   **Date : 17/04/2017**   **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 the following questions:**   **(14)**

  (1)   According to survey by US held in July 2011, which is dominant search engine
       in the world?
        (a) Google   (c) AOL
        (b) Yahoo   (d) Bing

  (2)   Keeping user's track on previous search and taking them into account when
       determining which result to return for new query is?
        (a) Information query   (c) adaptive search
        (b) Transaction query   (d) navigation search

  (3)   SERP stands for ____?
        (a) Search Engine Requirement Program
        (b) Search Engine Result Pages
        (c) Search Engine Result Program
        (d) Search Engine Role Program

  (4)   _____is an also known as spider.
        (a) Crawler   (c) ranking
        (b) Index   (d) none of these.

  (5)   Which is not strategic goal for SEO?
        (a) Visibility   (c) High ROI
        (b) Web site traffic   (d) SERP

  (6)   _____SEO is used when you want to change minds/thinking around a subject.
        (a) E-commerce   (c) Ideological influence
        (b) Reputation Management   (d) Raw traffic

  (7)   CMS stands for _____
        (a) Content Management System   (c) Content Master System
        (b) Concept Management System   (d) Concept Master System
  (8)   PR means _____ In SEO
        (a) Public relation   (c) Public rights

(b) private relation   (d) private rights

(9) When creating a "flat architecture" for a site, you attempt to minimize what?

    (a) The number of links a search engine must follow to reach content pages
    (b) The KB size of search-targeted pages
    (c) The number of tabs/windows that open during normal navigation
    (d) The amount of vertical scrolling necessary for navigation

(10) Which HTTP server response code indicates a file that no longer exists? (File Not Found)

    (a) 401   (c) 301
    (b) 500   (d) 404

(11) What is the largest page size that Google's spider will crawl?

    (a) No set limit exists - Google may crawl very large pages if it believes them to be worthwhile
    (b) 1000 KB
    (c) 2 GB
    (d) 100 KB

(12) What is Page Rank?

    (a) The Alexa technology for ranking pages.
    (b) The way Yahoo! measures how popular a given page is based on the number and quality of sites that link to it.
    (c) The search relevancy of a page compared to the other pages in the search engine
    (d) The way Google measures how popular a given page is based on the number and quality of sites that link to it.

(13) A web crawler start with a list of URL to visit, is called _____

    (a) seeds   (c) ranking
    (b) Index   (d) none of these.

(14) The financial transactions are not take place in?

    (a) E-commerce   (c) Direct Marketing
    (b) Branding   (d) Raw traffic

Attempt any four questions from Q-2 to Q-8

Q-2   **Attempt all questions**

  (1) Explain SEO for raw traffic.   **(5)**

  (2) Explain elements of planning.   **(5)**

  (3) Explain country specific search.   **(4)**

Q-3 **Attempt all questions**

   (1) Explain SEO for reputation management. **(5)**

   (2) Explain site's information architecture. **(5)**

   (3) Explain XML sitemap. **(4)**

Q-4 **Attempt all questions**

   (1) Explain root, domain and sub-domain. **(5)**

   (2) Explain traditional approach for keyword research. **(5)**

   (3) Explain web analytics & log-file tracking. **(4)**

Q-5 **Attempt all questions**

   (1) Explain click tracking with natural and paid search. **(5)**

   (2) Explain SEO for E-Commerce Sales. **(5)**

   (3) Explain SEO Plan prior to site development. **(4)**

Q-6 **Attempt all questions**

   (1) Write a note on: SEO goals and objectives. **(5)**

   (2) Explain content management issues. **(5)**

   (3) Explain optimization of image search. **(4)**

Q-7 **Attempt all questions**

   (1) Explain Google's Advanced Search Operators. **(7)**

   (2) Explain SWOT Analysis. **(7)**

Q-8 **Attempt all questions**

   (1) Explain keyword targeting. **(7)**

   (2) Explain advanced search techniques & operators for vertical search. **(7)**