

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Search Engine Optimization

Subject Code : 4CS06ISO1

Branch: B.Sc.IT.

Semester : 6

Date : 27/04/2018

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.
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Q.-1 Attempt following MCQs.

14

- 1) In SWOT, O Means _____
 - a) Observation
 - b) Opinion
 - c) Opportunity
 - d) Omega
- 2) XML sitemap is provided by _____
 - a) Google
 - b) Bing
 - c) Both a and b
 - d) None of these
- 3) In URL, www.in.yahoo.com/home.html , top level domain is _____
 - a) in
 - b) yahoo
 - c) com
 - d) home.html
- 4) Spider means _____.
 - a) index
 - b) Rank
 - c) crawler
 - d) hyperlink
- 5) What is PPC?
 - a) Post Per Click
 - b) Pay Per Click
 - c) Program Per Click
 - d) Point Per Click
- 6) What is SERP?
 - a) Search Engine Rank Pages
 - b) Search Engine Result Pages
 - c) Search Engine Revision Pages
 - d) Search Engine Result Print
- 7) The major search engine in China is _____
 - a) Baidu
 - b) Google
 - c) Yandex
 - d) Naver



- 8) Cloaking means _____
- | | |
|-------------------------|---------------------------|
| a) finding information | b) hiding information |
| c) tracking information | d) generating information |
- 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) According to survey, 5+ word searching in search engine is approximately are?
- | | |
|--------|--------|
| a) 25% | b) 28% |
| c) 30% | d) 20% |
- 12) Which is not strategic goal for SEO?
- | | |
|---------------------|-------------|
| a) Visibility | b) High ROI |
| c) Web site traffic | d) SERP |
- 13) To optimize Local search, it uses _____
- | | |
|------------------|---------------------|
| a) business Name | b) web site |
| c) Address | d) all of the above |
- 14) In May 2006, Google image search approximately _____ %
- | | |
|-------|------|
| a) 10 | b) 5 |
| c) 18 | d) 2 |

Attempt any FOUR from following.

Q.-2 Attempt following. 14

- | | |
|--|---|
| a) Explain human goal of searching. | 5 |
| b) Differentiate Natural search and paid search. | 5 |
| c) Explain indexing and crawling. | 4 |

Q.-3 Attempt following. 14

- | | |
|---|---|
| a) What is Vertical Search? Discuss all types of vertical searches. | 5 |
| b) Explain SEO Plan for site development | 5 |
| c) How do we use SEO for E-Commerce sales? | 4 |

Q.-4 Attempt following. 14

- | | |
|--|---|
| a) How to define sites' information architecture? | 5 |
| b) Explain SEO for raw traffic. | 5 |
| c) How to determine keyword value and potential ROI? | 4 |



Q.-5 Attempt following.	14
a) Explain traditional approaches for Keyword research.	5
b) Explain the process of making site accessible to search engine.	5
c) Discuss CMS issues.	4
Q.-6 Attempt following.	14
a) Discuss : How to control content with cookies and session id?	5
b) Explain image optimization process.	5
c) Explain importance of local, video and mobile search.	4
Q.-7 Attempt following.	14
a) Explain Google's Advanced Search operators.	7
b) Discuss: Duplicate content issues.	7
Q.-8 Attempt following.	14
a) Explain news, blog and feed search optimization.	7
b) Write a note on SWOT.	7

