Enrollment No: _____   Exam Seat No:_____

C.U.SHAH UNIVERSITY
Summer Examination-2019

Subject Name : Search Engine Optimization.

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

Semester : 6   **Date : 30/04/2019**   **Time : 10:30 To 01:30**   **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 MCQs.   14

1)   In domain, www.in.samsjwellery.com/home.html, Second level domain is _____
    a)   .in   b)   samsjwellery
    c)   .com   d)   home.html

2)   The major search engine in Russia is _____
    a)   Google   b)   Naver
    c)   Yandex   d)   None of these

3)   Which of the following is negative ranking factor?
    a)   cloaking   b)   page level traffic
    c)   domain level link   d)   page level keyword

4)   Which is domain restricted search?
    a)   Site: b)   info:
    c)   Inurl: d)   related:

5)   CMS stands for _____
    a)   Content management system   b)   Concept management system
    c)   Content marketing system   d)   None of these

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

7)   In SEO, ROI means _____
    a)   Response on Investment   b)   Return on Investment
    c)   Return on Improvement   d)   None of the above

8) How search engine find duplicate content?
   a) by location
   b) by percentage
   c) by license
   d) All of the above

9) Which is not a strategic goal for SEO?
   a) Visibility
   b) High ROI
   c) Website Traffic
   d) SERP

10) IN SWOT, W means _____
    a) Width
    b) Without
    c) Weakness
    d) Wealth

11) You can control content with _____
    a) Cookies
    b) Session ID
    c) Both A and B
    d) None of the above.

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

13) It is not good choice to use word like _____ in domain name.
    a) Top
    b) best
    c) latest
    d) All of the above

14) _____ code tells browser that the resource has been moved permanent to another location.
    a) 301
    b) 302
    c) 401
    d) 402

Attempt any FOUR from following.

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

a) Differentiate: Natural search Vs Paid search. 5
b) What is vertical search? Explain its all types. 5
c) Explain SEO goals and objectives. 4

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

a) Explain SEO plan prior to site development. 5
b) How user scan result pages? Explain eye tracking and click tracking. 5
c) Explain SEO for E-Commerce sales. 4

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

a) How to define site information architecture? Explain its process. 5
b) Explain SEO for raw traffic. 5
c) Define keyword? Describe theory behind keyword research. 4

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

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

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

    a) How to control content with cookies and session id? Explain its process.   5
    b) How to optimize image search? Explain its process.   5
    c) Explain key performance indicators for long tail SEO.   4

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

    a) Explain determination of searcher intent with all types of queries.   7
    b) What is CMS? Why it is important in SEO? Describe CMS issues.   7

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

    a) Define SWOT. Explain each element of SWOT.   7
    b) Explain Google's advanced search operators with suitable example.   7