

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C. U. SHAH UNIVERSITY

## Summer Examination-2022

Subject Name : Search Engine Optimization

Subject Code : 4CS06ISO1

Branch: B.Sc.I.T.

Semester: 6

Date: 05/05/2022

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 MCQs.

14

- 1) Main search engine of China is \_\_\_\_\_
  - a) Google
  - b) Naver
  - c) Baidu
  - d) Yahoo
- 2) Which of the following is not a vertical search?
  - a) Image
  - b) mymusic
  - c) News
  - d) None of the above
- 3) Which symbol is used to exclude content from search?
  - a) + (plus)
  - b) - (minus)
  - c) " "
  - d) None of these
- 4) Which is title restricted search?
  - a) intext:
  - b) inurl:
  - c) intitle:
  - d) None of these
- 5) To search content in pdf file, which of the following is used?
  - a) ext:
  - b) inpdf:
  - c) filepdf:
  - d) filename:
- 6) Which factor is used for domain optimization?
  - a) Make domain unique
  - b) Make easy to remember
  - c) Make it easy to type
  - d) All of these
- 7) Which search engine widely used for news search?
  - a) Google
  - b) Bing
  - c) Yahoo
  - d) None of these



- 8) You are trying to protect negative search result in \_\_\_\_\_
  - a) E-Commerce
  - b) Direct Marketing
  - c) Reputation Management
  - d) None of these
  
- 9) Which is not strategic goal for SEO?
  - a) Visibility
  - b) High ROI
  - c) Website Traffic
  - d) SERP
  
- 10) A web crawler starts with a list of URL, is called \_\_\_\_\_
  - a) Seeds
  - b) Index
  - c) Both A and B
  - d) None of the above
  
- 11) Full Form of PPC is .....,
  - a) Pages per click
  - b) Pay per click
  - c) Position per click
  - d) None of the above.
  
- 12) In SWOT, S means \_\_\_\_\_
  - a) Straight
  - b) Strength
  - c) Stream
  - d) Search
  
- 13) To optimize local search, it uses \_\_\_\_\_
  - a) Business Name
  - b) Website
  - c) Address
  - d) All of above
  
- 14) ROI stands for \_\_\_\_\_
  - a) Return on Income
  - b) Return on Investment
  - c) Response on Investment
  - d) Return on Improvement

**Attempt any FOUR Questions from following.**

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

- a) What is advanced Search? Explain any six advanced search operators. 7
- b) Define vertical search. Write a note on vertical search available in Google. 7

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

- a) Write a note on: Website SWOT analysis 7
- b) Define natural search. Differentiate Natural Search Vs. Paid search. 7

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

- a) Write a note: SEO for E-Commerce sales. 7
- b) Write a note on: Algorithm based ranking system. 7

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

- a) Describe SEO for Raw traffic. 7



- b) Define keyword. Write a note on: keyword research tools. 7
- Q.-6 Attempt following. 14**
- a) Define CMS. Discuss: CMS issues. 7
- b) Define cookie. Explain process to control content with cookie and Session ID. 7
- Q.-7 Attempt following. 14**
- a) Explain process to optimize domain name/URL. 7
- b) Write a note on: Duplicate content issues. 7
- Q.-8 Attempt following. 14**
- a) Define local search. Explain process to optimize local search. 7
- b) Describe process to optimize video/multimedia search. 7

