Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

MCA - SEMESTER-V • EXAMINATION – SUMMER • 2015
ode: 650006
Date: 08-05-2015

Su	bject	Code: 650006 Date: 08-05-2015	
Su	bject	Name: Web Searching Technologies and	
	•	Search Engine Optimization	
Ti	me: 0	2:30 pm to 05:00 pm Total Marks: 70	
	structio		
		Attempt all questions.	
		Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
	3.	rightes to the right indicate in marks.	
Q.1	(a)	Answer the following (1) Explain the term: Search Engine Optimization.	07
		(2) Explain the term: Internal Link.	
		(3) Explain the term: Semantic Connectivity.	
		<ul><li>(4)is used to check no. of visitors of a website.</li><li>(5) A Brand Name of Product will change the SEO Plan (True/False).</li></ul>	
		(6) Maximum Number of Internal Link (Google Guideline) should be	
	<i>a</i> \	(7) A SEO work should be done before giving title of website (True/False).	
	<b>(b)</b>	Answer the following	07
		<ul><li>(1) What is log file?</li><li>(2) What is meaning of Citation?</li></ul>	
		(3) What is meaning of Chanon?	
		(4) What is meaning of Cross Link Relevant Content?	
		(5) Full Form of ROI.	
		(6) Full form of SMART.	
		(7) What is meaning of Breadcrumb Navigation?	
Q.2	(a)	What is mean by Crawler and how it works? What are the elements of the web	07
	<b>(b)</b>	page see by the crawler and what are ignored?	07
	<b>(b)</b>	List and Explain Positive and Negative Ranking Factors.  OR	07
	<b>(b)</b>	List and Explain the types of Queries and adaptive search with example.	07
<b>Q.3</b>	(a)	What are the strategic goals SEO can fulfill?	07
	<b>(b)</b>	List and Explain major element of SEO Planning.	07
0.3	( )	OR	0=
Q.3	(a)	List out and explain Structural Decisions for defining Site site Information Architecture.	07
	(b)	What clocking? In which situations clocking is required? Discuss ethical and	07
	(D)	unethical situations of clocking. Explain it with example.	U /
		2 2	
<b>Q.4</b>	(a)	What does mean by keyword research? Differentiate between Long Tail	07
	(b)	Keyword and Short Tail Keyword with example.	07
	<b>(b)</b>	Differentiate between Flat and Deep Architecture.  OR	U/
Q.4	(a)	What is Keyword Cannibalization? How to Perform Content and FLASH	07
~·¬	(4)	Optimization.	07
	(b)	What is mean by Root Domains, Subdomains, and Microsites? Explain these	07
		terms in relation to SEO implementation with example.	
Q.5	(a)	Explain Optimization process for Mobile and Video search.	07
V.2	(a) (b)	What a Cookie? What is session id? Why Would Want to Use Cookies or	07

## Session IDs to Control Search Engine Access? OR

		OK	
Q.5	(a)	Explain the track cycle to measure the SEO progress.	07
	<b>(b)</b>	What is conversion and ROI? How we can calculate it.	07

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