Cart N	r	Enrolment No.		
Seat No.: Enrolment No GUJARAT TECHNOLOGICAL UNIVERSIT				
		MCA- V th SEMESTER-EXAMINATION -JUNE - 2012		
Subject code: 650006			Date: 14/06/2012	
Subject Name: Web searching technologies & search Engine Optimization (WST-SE Time: 02:30 pm – 05:00 pm Total Mark				
2.	 Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 			
Q.1	(a)	How to determine the intent of the searcher? What are the different types of queries they are using?	07	
	(b)	What is SEO? How to audit the website to identify the SEO problem?	07	
Q.2	(a)	Attempt the following.	0.4	
		i) SMART analysisii) Crawling v/s indexing	04 03	
		ii) Crawing v/s indexing	03	
	(b)	What are the different types of vertical search? Which search engines support it.	07	
	<i>(</i> 1.)	OR	0=	
	(b)	What are the different strategic goals that SEO can fulfill?	07	
Q.3	(a)	What are the different types of business assets that can utilize for SEO?	07	
	(b)	What is mean by keyword cannibalization? How we can fix internal	07	
		linking problem OR		
Q.3	(a)	Explain the optimal information architecture	07	
	(b)	What is mean by microsites? When should it use and not use?	07	
Q.4	(a)	Flat v/s deep architecture	07	
	(b)	What are the factors to be considered for optimize domain name? OR	07	
Q.4	(a)	What is clocking? Explain with example. In which situation clocking is required.	07	
	(b)	How to measure the value of the link for our site?	07	
Q.5	(a)	Describe the importance of new search trend	07	
	(b)	What are the key performance indicators for long tail SEO	07	

OR

How search engine can survive under increased market saturation and

(a) What is conversion and ROI? How we can calculate it.

Q.5

completion?

07

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