

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# **GUJARAT TECHNOLOGICAL UNIVERSITY**

**MCA - SEMESTER-V EXAMINATION – WINTER 2016**

**Subject Code:650006**

**Date: 24/11/2016**

**Subject Name: Web Searching Technologies and  
Search Engine Optimization**

**Time:10.30 AM TO 01.00 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Explain the following terms: **07**
- a) Blended search
  - b) Document analysis
  - c) Pagination
  - d) Redirects
  - e) Google sandbox
  - f) Attribution
  - g) A/B Test
- (b)** Explain the following
- a) Robot.txt file **03**
  - b) XML Sitemaps **04**
- Q.2 (a)** List and Explain the types of Queries and adaptive search with example. **07**
- (b)** What is Vertical search? Give examples of various vertical search Products. **07**
- OR**
- (b)** Explain Positive and Negative ranking factors. **07**
- Q.3 (a)** What is SEO? Explain the business factors that affect the SEO plan. **07**
- (b)** What is Audit? Explain various elements of auditing an existing site to identify SEO problems **07**
- OR**
- Q.3 (a)** What are the strategic goals SEO can fulfill? Explain in detail. **07**
- (b)** What is Leveraging Business Assets? How it could useful for SEO? **07**
- Q.4 (a)** Write down steps to do Keyword Research Process (including Competitive Analysis). **07**
- (b)** What's a Cookie? What is session id? Why Would Want to Use Cookies or Session IDs to Control Search Engine Access? **07**
- OR**
- Q.4 (a)** How SEO deal with following situations?
- Trends of keyword. **03**
  - Seasonal Fluctuations in keyword demand. **04**
- (b)** Explain in detail optimizing Flash. **07**
- Q.5 (a)** How to optimize our website for local search? What are the different business types required for this type of optimization? **07**
- (b)** Explain Key Performance Indicator for Long Tail SEO. **07**
- OR**
- Q.5 (a)** Explain Optimization process for Image. **07**
- (b)** How search engine can survive under increased market saturation and competition? **07**

\*\*\*\*\*