

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA– SEMESTER –V EXAMINATION –SUMMER-2019

Subject Code:3650007

Date: 08-05-2019

Subject Name: Search Engine Techniques (SET)

Time:10.30 am to 1.00 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)** With a suitable example discuss the searcher's intent in detail. **07**
(b) Differentiate between 1) Paid search vs. Natural search 2) Crawling vs. Indexing **07**
- Q.2 (a)** What is Keyword Cannibalization? What is its rank boosting factor? **07**
(b) What are business factors that affect search engine optimization plan? **07**
- OR**
- (b)** What is Real content? What sort of content a search engine look in a page? **07**
- Q.3 (a)** How to perform Image and Product search Optimization? **07**
(b) What are the different keyword research tools available in market? Explain any one. **07**
- OR**
- Q.3 (a)** Comment on : "Determining Searcher Intent: A Challenge for Both Marketers and Search Engines" **07**
(b) What is SWOT analysis? What is SMART analysis? **07**
- Q.4 (a)** What are the steps needed to follow for determining keyword value and ROI? **07**
(b) Explain Root Domains, Subdomains, and Microsites and explain these terms in relation to SEO implementation. **07**
- OR**
- Q.4 (a)** What are new search trends? What is importance of new search trends? **07**
(b) What is XML sitemap? What is the use of sitemap? Give layout of XML sitemap. **07**
- Q.5 (a)** What is Clocking? Discuss ethical and unethical situations of clocking. And give some popular website examples which are using ethical clocking. **07**
(b) What is Semantic map? With Suitable example, Explain how semantic analysis helps in SEO? **07**
- OR**
- Q.5 (a)** How to audit an existing website to identify the SEO problem? **07**
(b) How search engine can survive under increased market saturation and completion? **07**
