

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V • EXAMINATION – SUMMER • 2014

Subject Code: 650006

Date: 30-05-2014

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

Time: 10:30 am - 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)	Fill in the gaps with appropriate answer. 1) When user view the Google search result his eye track create _____ 2) In 2008 Google introduced a new concept which universally known as _____. 3) Sometimes Google gives instant answers which is known as _____ 4) Full form of QDF is _____ 5) Keyword Cannibalization means _____ 6) The map prepared by search engine after detailed analysis of a web page it is known as _____ 7) Usually maximum length of your title should not exceed _____ characters	07
	(b)	1) Explain paid v/s natural results. Which one is more preferable? 2) Differentiate. Crawling v/s indexing	07
Q.2	(a)	Explain the Following terms:- 1. GOOG-411 2. Semantic Connectivity 3. LUI 4. SERP 5. Long tail keyword 6. Canonical tag 7. Snippets	07
	(b)	What is clocking? Explain with example. In which situation clocking is required.	07
		OR	
	(b)	What do you mean by SEO? How it is important? Explain different types of queries with suitable example.	07
Q.3	(a)	Describe Growth of Search Complexity and also prove Dominance of Google.	07
	(b)	What is conversion and ROI? How we can calculate it.	07
		OR	
Q.3	(a)	What is mean by keyword cannibalization? How we can fix internal linking problem?	07
	(b)	Explain in detail. Flat v/s deep architecture.	07
Q.4	(a)	Attempt the following. 1) SMART Analysis 2) SWOT Analysis	07
	(b)	Describe the factors require to be consider for our site become accessible to the search engine.	07
		OR	
Q.4	(a)	Which are the different keyword research tools available in market? Explain any one.	07
	(b)	Explain the track cycle to measure the SEO progress? How to measure the search	07

		traffic?	
Q.5	(a)	How the value of the link for our site is measured?	07
	(b)	Explain Optimization process for News, Blog and Feed Search.	07
		OR	
Q.5	(a)	Explain Document Analysis and Link analysis.	07
	(b)	Describe different categories of Search Operators with example.	07
