

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA - SEMESTER-V • EXAMINATION – WINTER • 2014****Subject Code: 650006****Date: 05-12-2014****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)** How the people search explain it with session example **07**
(b) 1. SWOT analysis 2. SMART plan **07**
- Q.2 (a)** Explain the Following Terms **07**
1. Canonical Tag 2. PPC
2. Meta search 4. Snippets
5. Document Analysis 6. Vertical Search
7. Semantic connectivity
- (b)** 1. Explain paid v/s natural results **07**
2. Crawling v/s indexing
- OR**
- (b)** Explain positive and negative ranking factors **07**
- Q.3 (a)** Explain various elements of auditing an existing site to identify SEO problems **07**
(b) What is the difference between long tail and short tail keyword? Explain with demand curve **07**
- OR**
- Q.3 (a)** What are the different types of business assets that can utilize for SEO? **07**
(b) What is the importance of keyword research tool? Explain with one tool example **07**
- Q.4 (a)** Write note on Flat Versus Deep Architecture **07**
(b) Explain Optimization process for News, Blog and Feed Search **07**
- OR**
- Q.4 (a)** What is microsite? When to use it? What are the reasons for not using it? **07**
(b) Discuss Image Optimization for SEO **07**
- Q.5 (a)** What is conversion and ROI? How we can calculate it. **07**
(b) How we are getting Search More Personalized and User-Influenced **07**
- OR**
- Q.5 (a)** How the ranking factor can use to measure success of SEO? What are the tools to measure it? **07**
(b) How Search Engine Optimizer can survive under Increased Market Saturation and Competition **07**
