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**

****