

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
Bachelor of Vocation - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 1140504

Date: 17-05-2025

Subject Name: Search Engine Optimization

Time:10:30 AM TO 12:30 PM

Total Marks: 50

Instructions

- 1. Attempt all questions.**
- 2. Make Suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non-programmable scientific calculators are permitted.**

	Marks
Q.1 (a) What is primary mission of search engine?	05
(b) Explain the market Share distribution among major search engine.	05
Q.2 (a) Describe The Human Goals of associated with searching.	05
(b) How to do Marketers and Search Engines determine searcher intent?	05
OR	
(b) Describe How Search Engines Drive Commerce on the Web?	05
Q.3 (a) Discuss about Eye Tracking and How do Users Scan Results Pages?	05
(b) Whats is Click Tracking? How Users click with search results?	05
OR	
(a) Describe Algorithm-Based Ranking Systems? Explain Crawling, Indexing, and Ranking.	05
(b) Explain different Advanced Search Techniques in detail..	05
Q.4 (a) Discuss about Country-Specific Search Engines in detail.	05
(b) Explain Fresh Content and Analyzing Ranking Factors in detail.	05
OR	
(a) What are the steps involved in Setting SEO Goals and Objectives?	05
(b) What is SEO Raw traffic and SEO for E-commerce ?	05
Q.5 (a) What is Mind share in SEO?Why is SEO Important for Mind share and Branding?	05
(b) Write a short note on SEO for Reputation Management.	05
OR	
(a) Explain Identifying the Site Development Process and Players in detail.	05
(b) Describe Identifying Current Server Statistics Software and Gaining Access in detail.	05
