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

Subject Code: 3650007   **Date: 16/11/2019**

Subject Name: Search Engine Techniques

Time: 10:30 AM TO 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)**	What factors need to be considered by search engine for ranking the web sites?	**07**
	(b)	Define Vertical search? With suitable example, explain various vertical search products.	**07**
Q.2	**(a)**	What are positive and negative ranking factors?	**07**
	(b)	What is the need of SWOT analysis? How to do it? Explain with detail example.	**07**
		OR	
	(b)	What is mean by keyword cannibalization? How we can fix internal linking problem?	**07**
Q.3	**(a)**	What is clocking? In which situation clocking required.	**07**
	(b)	Explain different keyword research tools available in market.	**07**
		OR	
Q.3	**(a)**	Explain Key Performance Indicator for Long Tail SEO.	**07**
	(b)	What are the basic elements of SERP? Explain the different layout of search engines.	**07**
Q.4	**(a)**	What is a Sitemap? How it is useful in SEO? What are the contents of an XML sitemap file? How can it be uploaded and managed?	**07**
	(b)	Explain: Optimization for Image Search.	**07**
		OR	
Q.4	**(a)**	Explain the importance of Web Analytics tool with any one detailed example	**07**
	(b)	Explain: Optimizing for Local Search.	**07**
Q.5	**(a)**	Explain: Crawling, Indexing & Ranking	**07**
	(b)	What is Document Analysis and Link analysis?	**07**
		OR	
Q.5	**(a)**	What are the different types of conversions perform on any web page? What is ROI? How to calculate project ROI?	**07**
	(b)	Explain the increasing importance of Local, Mobile and Voice Recognition Search	**07**

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