

Roll No :

Total No. of Questions : 11]

[Total No. of Printed Pages : 3

BC-400

B.C.A. (Part-III) Examination, 2021 SEARCH ENGINE OPTIMIZATION

Paper - BCA-304(A)

Time : 1½ Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- Answer all *ten* questions (Answer limit **50** words). Each question carries **2** marks.

Section-B

(Marks : 4 × 5 = 20)

Note :- Answer all *five* questions. Each question has internal choice (Answer limit **200** words). Each question carries **4** marks.

Section-C

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five (Answer limit **500** words). Each question carries **10** marks.

Section-A

2 each

1. (i) What is Domain ?
- (ii) Why is 'WWW' used in the internet ?
- (iii) What is Market Research ?

BI-70

(1)

BC-400 P.T.O.

- (iv) What is the full form of 'SWOT' and 'SEO' ?
- (v) Explain image Alt Text.
- (vi) What is 301 redirect ?
- (vii) What do you understand by Blog Submission ?
- (viii) Discuss Links Exchange.
- (ix) Define Advanced Reporting.
- (x) What do you mean by Search Engine Tools ?

Section-B

4 each

2. Difference between Black Hat Techniques and White Hat Techniques.

Or

Why are search engines so important ?

3. What is XML Sitemap ? How is it important ?

Or

What do you understand by SWOT analysis of a website ?

4. Define Duplicate content.

Or

What are doorway pages ?

5. How do you explain RSS feeds submissions ?

Or

Explain forum link building.

6. Discuss Interpreting Bars and Figures.

Or

Explain tracking and reporting.

BI-70

(2)

BC-400

Section–C

10 each

7. What is SEO ? Explain different types of Search Engine Optimization Techniques.
8. What type of SEO guidelines are used while designing a website ?
9. What do you mean by Canonical Tag and Meta Tag ?
10. How will you explain press release submission and directory submission ?
11. Discuss a keyword Density Analyzer tools and Google tools.