

Roll No. :

Total No. of Questions : 11]

[Total No. of Printed Pages : 3

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B.C.A. (Part-III) Examination, 2023
SEARCH ENGINE OPTIMIZATION

Paper - BCA-304(A)

Time : 3 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

1. (i) What is Domain ?
- (ii) What is Black hat techniques ?
- (iii) What is the main purpose of using keyword in SEO ?
- (iv) What is URI sitemap ?
- (v) Explain Doorway pages.

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- (vi) What do you mean by Robots Meta tag ?
- (vii) What do you mean by Social Bookmark Submission ?
- (viii) What do you mean by RSS feed submission ?
- (ix) What is Google Analytics ?
- (x) What do you mean by Securing Ranks ?

Section-B

2. How Search Engine works ?

Or

Differentiate between Black hat and white hat techniques.

3. How to choose best keywords ?

Or

Write short notes on the following :

- (i) SWOT analysis
- (ii) Content Research

4. Write short notes on the following :

- (i) Internal link building
- (ii) Canonical tag

Or

Explain Meta description and Meta Keywords.

5. Write short notes on the following :

- (i) Reciprocal linking
- (ii) Directory submission

Or

What do you mean by Links Exchange ?

6. How to install Google Analytics ?

Or

What do you mean by Link Popularity tools ?

Section-C

7. What is SEO and how search engine works ?
8. What resources will we utilize to conduct our research ?
9. What do you mean by on-page optimization ? Explain.
10. How will you explain page ranking and link building ?
11. Explain SEO tools in detail.