24CS-BCAP-SE-04-04002

Seat No. _____

BACHELOR OF COMPUTER APPLICATION-CS Examination

BCA - CS SEMESTER-4 APRIL 2026 (NEP) APRIL - 2026

CS-27: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 11

Subject Code : 24CS-BCAP-SE-04-04002

Time : 1 Hours] **[Total Marks : 25**

Q.1 Attempt any two of the following. 10

(1) Explain how people search in search engine and how search engine drive commerce.

(2) What do you mean by eye tracking and click tracking? Explain with natural and paid result.

(3) Explain SEO objective and goals.

(4) Explain major elements of planning.

Q.2 Attempt any two of the following. 10

(1) Explain how to make site accessible to search engine.

(2) Explain domain name optimization.

(3) Explain content optimization

(4) Explain redirects.

Q.3 Attempt any one of the following. 5

(1) What is keyword research ?Explain traditional approaches and keyword research tools.

(2) How to measure search traffic and tying SEO to conversion and ROI

::: END OF EXAM :::

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