23SI-BCAP-SE-04-04002

Seat No. _____

BACHELOR OF COMPUTER APPLICATION Examination

BCA Semester - 4 APRIL 2025 (Regular) APRIL - 2025

CS-27: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 03

Subject Code : 23SI-BCAP-SE-04-04002

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

Q.1 (A)	Explain human goals of searching.	5
Q.1 (B)	Explain algorithm based ranking system.	5
	OR	
Q.1 (A)	Explain search engine result.	5
Q.1 (B)	Explain the market share of search engine.	5
Q.2 (A)	Explain duplicate content issues controlling with session and cookies.	5
Q.2 (B)	Explain Optimal Information Architecture.	5
	OR	
Q.2 (A)	Explain delivery and search spider control.	5
Q.2 (B)	Explain Optimization of Domain Names.	5
Q.3	Explain Keyword Research Tools.	5
	OR	
Q.3	Explain Opportunities in Vertical Search.	5

Follow @shyamsireducation 7600301012 www.shyamsireducation.in