Program: BE Information Technology Engineering

Curriculum Scheme: Revised 2012

Examination: Third Year Semester VI

Course Code: ITC605 and Course Name: Advanced Internet Technology

Time: 1 hour   Max. Marks: 50

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Note to the students:- All the Questions are compulsory and carry equal marks .

Q1.	SERPs stands for
Option A:	Search engine review pages
Option B:	Searching engine review pages
Option C:	Search engine results pages
Option D:	Search engine Resulting pages
Q2.	Endpoint Classes for DOM:-
Option A:	AbstractDomPayloadEndpoint
Option B:	AbstractJDomPayloadEndpoint
Option C:	abstractDom4jPayloadEndpoint
Option D:	AbstractXomPayloadEndpoint
Q3.	You have a book selling site. If you have a keyword density of 7% for the keyword "book", 6% for "reading" and 3% for "bestseller", how does the following metatag relate to your keyword density:
Option A:	The metatag is completely useless.
Option B:	The metatag might mislead the search engines that we offer mainly American literature
Option C:	This metatag helps to point out that some of our bestsellers are the novels of Grisham and other American authors
Option D:	It might help to get some additional traffic without having to optimize the site for additional keywords like and the different genres
Q4.	Which form of redirect/meta tag will transfer the most authority to the directed page?
Option A:	Canonical
Option B:	404
Option C:	302
Option D:	301
Q5.	Which of the following object is used to describe the data, usually as part of the XML schema
Option A:	operation

Option B:	prototype
Option C:	types
Option D:	binding
Q6.	Which of the sitemaps are used for content targeted for mobile devices?
Option A:	Video sitemaps
Option B:	Image sitemaps
Option C:	Mobile Sitemaps
Option D:	Text Sitemaps
Q7.	To configure Jaxb2Marshaller marshaller we require.
Option A:	ClassesToBeBound
Option B:	ObjectToBeBound
Option C:	MethodToBeBound
Option D:	DataToBeBound
Q8.	Advanced Google Search Operator inanchor: used for
Option A:	File type restricted search
Option B:	Body text keyword restricted search
Option C:	Anchor text keyword restricted search
Option D:	Title keyword restricted search
Q9.	50 people do a web search. Twenty of the 50 people choose one particular link. Than what is the click through rate?
Option A:	less than 50%
Option B:	more than 50%
Option C:	40 percent
Option D:	42 percent
Q10.	Which is correct format of writting JSON name/value pair
Option A:	name : value
Option B:	"name : value"
Option C:	"name=value"
Option D:	"name : value"
Q11.	Benchmarking against external organisations that do not compete directly in the same markets is called:
Option A:	Non-competitive benchmarking
Option B:	Non-assault benchmarkin
Option C:	Practice benchmarking
Option D:	Collaborative benchmarking
Q12.	What is the best to avoid word Cannibalization?
Option A:	Remove the duplicate keywords from the Meta Keywords tag on the less important page

Option B:	Increase the keyword density on the most important page to be greater than that of the other pages
Option C:	Place links on all the secondary pages back to the page you most want ranking for the term/phrase using the primary keywords as the anchor text of those links
Option D:	Restrict search engine from crawling/indexing any of the less important pages
Q13.	Which of the following version of WSDL is a W3C standard?
Option A:	1.1
Option B:	2.3
Option C:	3.1
Option D:	4.4
Q14.	Site /page is crawled by the search engine than which is the way to maximize the frequency.
Option A:	Frequently add new content
Option B:	Submit your site through the search engines submission forms
Option C:	Search for your website more frequently in the major engines
Option D:	Add a short "crawl delay" parameter to your robots.txt file
Q15.	The origins of benchmarking as it is used today go back to which company?
Option A:	Microsoft
Option B:	Xerox
Option C:	Toyota
Option D:	McDonald's
Q16.	Which of the following describes a message-passing taxonomy for a component-based architecture that provides services to clients upon demand?
Option A:	SOA
Option B:	EBS
Option C:	GEC
Option D:	soap
Q17.	IN SOWT analysis, W stands for
Option A:	West
Option B:	Wall
Option C:	Work
Option D:	Weaknesses
Q18.	Which of the following can help you to identify the Weakness of an oragnization
Option A:	What sources of traffic are working well for your site/business?
Option B:	What changes have you made historically that produced significant value?
Option C:	What content is currently driving low levels of search/visitor traffic?
Option D:	Which of your content sections/types produces high traffic and ROI?
Q19.	Which of these keywords will you optimize a pets site for? The site provides information about different breeds and also fundamental facts about breeding

	pets at home. It does neither sell pets, nor is interested in wild animals. The main audience are adults. The words in the different options (a., b., c., etc.) are arranged in order of importance.
Option A:	pets, cats, dogs, animals.
Option B:	pets, kids, puppy, kitten.
Option C:	pet, pet at home, pet animal, pet breed.
Option D:	pets, breeds, dogs, cats
Q20.	Which of the following is the negative ranking factor?
Option A:	Malware being hosted on the site
Option B:	adding social media handlers on the site
Option C:	using keywords in the title of page
Option D:	using body text of the page
Q21.	In SMART objectives, T stands for
Option A:	Time-bound
Option B:	Temporary
Option C:	telecom
Option D:	Trusted
Q22.	Which of the below is a liberal reverse of Ajax
Option A:	HTTP
Option B:	XML
Option C:	Comet
Option D:	CSS
Q23.	**What 'nofollow' Links are ?**
Option A:	do not pass Link juice and have no impact on Google Ranking Algorithm
Option B:	Link passes link juice and has an impact on Google Ranking Algorithm.
Option C:	Do not pass link juice
Option D:	An impact on Google ranking algorithm.
Q24.	To override the default implementations registered with the RestTemplate class.
Option A:	converters
Option B:	messageConverters
Option C:	convertersMessage
Option D:	messageConvert
Q25.	Identify keyword generation tool from the following:
Option A:	Google Analytics
Option B:	Google AdWords: Keyword Planner
Option C:	Open Web Analytics
Option D:	Yahoo! Web Analytics