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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**DEGREE IN BUSINESS AND INFORMATION TECHNOLOGY**  
**KBI 2207 - INFORMATION SEARCH**

Date: 16<sup>th</sup> December, 2022  
Time: 8.30 – 1030am

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Explain the elements of a properly designed organization website **(5 Marks)**
- b) Highlight any five search pattern matching algorithms that can be utilized in information searching **(5 Marks)**
- c) Explain the components that form search systems anatomy **(5 marks)**
- d) Describe any five CMS (Content Management Systems) for creating and managing website content **(5 Marks)**
- e) Explain the determinants of search engine results **(5 Marks)**
- f) Discuss any five tags used HTML programming **(5 marks)**

**QUESTION TWO (20 MARKS)**

- a) Describe factors that affect search engine interface design **(10 Marks)**
- b) Explain the major differences between search engines and search directories **(10 marks)**

**QUESTION THREE (20 MARKS)**

- a) Describe the tools that help search engines performance **(10 marks)**
- b) Explain the alternatives that can be explored in case of zero search results **(10 marks)**

**QUESTION FOUR (20 MARKS)**

- a) Explain the different ways of results presentation by a search systems **(10 marks)**
- b) Ranking is one of the methods of listing search results. Discuss the various methods of ranking. **(10 marks)**

**QUESTION FIVE ( 20 MARKS)**

- a) Discuss two types of information searches **(4 marks)**
- b) Justify the fact that website need a search systems **(6 marks)**
- c) Using suitable examples, explain five types of Search Engines **(10 Marks)**