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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**SECOND YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**  
**SPECIAL EXAMINATION**

Date: 1<sup>st</sup> August, 2022  
Time: 1130am –1.30pm

**KBI 2207 - INFORMATION SEARCH**

**INSTRUCTIONS TO CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

**QUESTION ONE COMPULSORY (30 MARKS)**

- a) Explain three categories of information search. (6 marks)
- b) Outline the DKIW pyramid and its importance. (6 marks)
- c) Define the following terms. (5 marks)
  - i) Search Engine Optimization
  - ii) Page rank
  - iii) Web mining
  - iv) SERP
  - v) Metadata
- d) Differentiate navigational search queries and transaction search queries. (4 marks)
- e) Explain any three important Google ranking factors. ( 6 marks)
- f) Outline the term algorithms as used in the context of search engines. (3 marks)

### **QUESTION TWO (20 MARKS)**

- a) Differentiate web content mining, web structure mining and web usage mining using appropriate examples. (10 marks)
- b) Explain two Applications of Web Mining. (4 marks)
- c) Outline any three characteristics of good information. (6 marks)

### **QUESTION THREE (20 MARKS)**

- a) Why is SEO so important? (2 marks)
- b) Assume you have been hired as an SEO specialist by a certain organisation. Explain what you would do to assist that organisation. (10 marks)
- c) Differentiate using examples.
  - i) Organic search result and paid search result.
  - ii) Difference Between Keywords and Search Queries (8 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Differentiate Internet Directories, Search Engines and Meta-Search Engines. (9 marks)
- b) Explain four types of information search tools. (8 marks)
- c) Using an appropriate example explain the term “web search” (3 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Searches of computerized resources are more effective if you know how to "talk to" the computer systems. Communicating with these systems requires knowing certain basic search techniques. Explain using examples any three techniques. (10 marks)
- b) Outline how search engines work. (6 marks)
- c) Explain any two major Google algorithm updates. (4 marks)