Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

PRESIDENCY UNIVERSITY
BENGALURU

School of Computer Science and Engineering & Information Science
Mid - Term Examinations - November 2024

Semester: 7th

Course Code: CSE 3123

Course Name: Search Engine Optimization

Program: B.Tech (CSE)

Date: 05/11/2024

Time: 02.00pm to 03.30pm

Max Marks: 50

Weightage: 25%

Instructions:
  (i) Read all questions carefully and answer accordingly.
  (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.   **5QX2M=10M**

1	Differentiate between SEO and SEM.		2 Marks	L1	CO1
2	Define keyword density.		2 Marks	L1	CO1
3	Define backlinks.		2 Marks	L1	CO1
4	Define anchor text.		2 Marks	L2	CO2
5	List the most important tags in Head section.		2 Marks	L1	CO2

Part B

Answer ALL Questions. Each question carries 10 marks.   **4QX10M=40M**

6	6a.	Discuss role of ranking monitor.	6 Marks	L1	CO1
	6b.	Summarize recommendations to build ranking pages.	4 Marks	L2	CO2

Or

7	7a.	Discuss dynamic site.	6 Marks	L1	CO2
	7b.	List features of a good CMS.	4 Marks	L1	CO2

8	Discuss type of content for your site.	10Marks	L1	CO1

or

9	Compare different types of spam.	10Marks	L1	CO1

10	Explain ways to plan subject theme categories.	10Marks	L1	CO1

or

11	Discuss top navigation.	10Marks	L2	CO2

12	12a.	Explain reasons for using search engines.	6Marks	L1	CO1
	12b.	List advantages of SEO-compliant site.	4Marks	L1	CO1

or

13	13a.	Discuss types of vertical search engines.	6Marks	L2	CO2
	13b.	Explain types of results.	4Marks	L1	CO1