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**PRESIDENCY
UNIVERSITY
BENGALURU**

School of Management

Mid - Term Examinations - November 2024

Semester: Fifth

Date: 06-11-2024

Course Code: BBA3062

Time: 02.00pm - 03.30pm

Course Name: Search Engine Optimisation

Max Marks: 50

Program: BBD

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.

2Mx5Q=10M

- | | | | | |
|---|---|---------|--------------------|----|
| 1 | What is the role of image tags in SEO? | 2 Marks | Remember | CO |
| 2 | Explain the purpose of the title tag in a webpage. | 2 Marks | Understand | CO |
| 3 | What is the Google Algorithm, and why is it important for SEO? | 2 Marks | Remember | CO |
| 4 | Define on-page SEO and give one example. | 2 Marks | Remember,
Apply | CO |
| 5 | What is the importance of a search engine's crawler like Googlebot? | 2 Marks | Understand | CO |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|--|----------|----------------------|----|
| 6 | Discuss the significance of keyword search and analysis in SEO.. | 10 Marks | Understand,
Apply | CO |
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or

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| 7 | Explain the importance of meta tags in optimizing web content for SEO. | 10 Marks | Understand,
Apply | CO |
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| 8 | What are the types of SEO techniques, and how do they differ? | 10 Marks | Remember,
Apply | CO |
| | or | | | |
| 9 | Discuss how link building enhances a website's SEO. | 10 Marks | Remember,
Apply | CO |
| 10 | Explain the role of HTML in enhancing SEO performance on a website. | 10 Marks | Understand | CO |
| | or | | | |
| 11 | How does Google's page ranking technology work to determine the rank of websites? | 10 Marks | Understand | CO |
| 12 | Describe the impact of website structure and clean code on SEO. | 10 Marks | Understand,
Apply | CO |
| | or | | | |
| 13 | Explain how search engine algorithms evolve and their effect on SEO strategies. | 10 Marks | Understand,
Apply | CO |