|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No. |  |  |  |  |  |  |  |  |  |  |  |  |



**PRESIDENCY UNIVERSITY**

**Bengaluru**

|  |
| --- |
| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

|  |  |  |
| --- | --- | --- |
| **School:** SOM-UG | **Program:** BDM | |
| **Course Code:** BBA3062 | **Course Name:** Search Engine Optimization | |
| **Semester**: V | **Max Marks:** 100 | **Weightage**: 50% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **26** | **26** | **26** | **11** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |
| --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | What is On-page SEO primarily concerned with? | **2 Marks** | **Remember** | **CO1** |
| **2** | Which Tag is used for defining the title of a webpage? | **2 Marks** | **Remember** | **CO1** |
| **3** | What is ideal length for a meta description? | **2 Marks** | **Remember** | **CO2** |
| **4** | What is Off-Page SEO primarily focused on? | **2 Marks** | **Remember** | **CO2** |
| **5** | What is an example of natural backlink? | **2 Marks** | **Remember** | **CO3** |
| **6** | What is anchor text? | **2 Marks** | **Remember** | **CO3** |
| **7** | What does Technical SEO primarily focus on? | **2 Marks** | **Remember** | **CO4** |
| **8** | What tool is commonly used for Technical SEO audits? | **2 Marks** | **Remember** | **CO4** |
| **9** | Label the purpose of an XML sitemap in SEO. | **2 Marks** | **Remember** | **CO5** |
| **10** | Tell the purpose of Schema markup in SEO. | **2 Marks** | **Remember** | **CO5** |

**Part B**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | Explain the purpose of an XML sitemap and provide an example to highlight its significance in SEO. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **12** | How can social media platforms be utilized to improve Off-page SEO for a brand? | **7 Marks** | **Understand** | **CO2** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **13** | Describe the steps involved in assessing the quality of a backlink and explain their importance in SEO. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **14** | What are the benefits of experimenting with different types of content for SEO? | **7 Marks** | **Understand** | **CO3** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **15** | Explain the impact of Google Core Web Vitals on user experience and SEO performance. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** | | | |
| **16** | How should an e-commerce website organize its navigation for better SEO and user experience? | **7 Marks** | **Understand** | **CO4** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **17** | Explain the importance of alt text in enhancing both accessibility and Search Engine Optimisation. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **18** | How can Google Analytics be modelled to track the success of an SEO campaign? | **7 Marks** | **Understand** | **CO5** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **19** | Provide an overview of the function and significance of schema markup in SEO.. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **20** | How would you plan an SEO strategy for a local business to attract nearby customers? | **7 Marks** | **Understand** | **CO5** |

**Part C**

|  |  |  |
| --- | --- | --- |
| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **21** | Experiment with mobile-first indexing strategies and explain how they enhance SEO. | **15 Marks** | **Apply** | **CO2** |
| **22** | Design an Off-page SEO strategy incorporating influencer marketing to enhance the online presence and visibility of a fashion brand. | **15 Marks** | **Apply** | **CO3** |
| **23** | Devise Technical SEO strategies to effectively address and resolve duplicate content issues on a content-heavy website. | **15 Marks** | **Apply** | **CO4** |
| **24** | Design a comprehensive link-building campaign aimed at improving Off-page SEO for a tech startup. | **15 Marks** | **Apply** | **CO5** |