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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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

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

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| **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**

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

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| **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**

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| **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** |

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| **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** |

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| **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** |

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| **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** |

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| **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**

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

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| **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** |