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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-PG | **Program:** MBA |
| **Course Code :** MBA3029 | **Course Name :** Search Engine Optimization |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **19** | **16** | **28** | **37** |  |

**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 3marks. 3Mx10Q=30M** |
| **1** | Explain the term "bounce rate" and its impact on SEO. | **3 Marks** | **Comprehension** | **CO1** |
| **2** | Difference between on-page and off-page SEO. | **3 Marks** | **Comprehension** | **CO1** |
| **3** | Discuss the importance of SEO. | **3 Marks** | **Comprehension** | **CO1** |
| **4** | Define meta description and its role in SEO. | **3 Marks** | **Comprehension** | **CO2** |
| **5** | Explain how image alt text helps in SEO. | **3 Marks** | **Comprehension** | **CO2** |
| **6** | Online reviews help in improving Off-Page SEO. How? | **3 Marks** | **Comprehension** | **CO3** |
| **7** | Mobile responsiveness important in Technical SEO. Why? | **3 Marks** | **Comprehension** | **CO4** |
| **8** | State the importance of fixing broken links in Technical SEO. | **3 Marks** | **Comprehension** | **CO4** |
| **9** | Explain Breadcrumbs in SEO. | **3 Marks** | **Comprehension** | **CO4** |
| **10** | Discuss how page load speed affect Technical SEO. | **3 Marks** | **Comprehension** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** |
| **11** | Search Engine Optimization (SEO) is a critical aspect of most digital marketing strategies, providing businesses with the ability to increase their online visibility, attract organic traffic, and build long-term brand authority. However, as we all know, it’s important to acknowledge that SEO isn’t a one-size-fits-all solution. There are real drawbacks to consider, and certain businesses may find that SEO is not the most effective or efficient use of their marketing resources. Interpret as to what extent you agree or disagree with this statement. | **10 Marks** | **Application** | **CO1** |
| **or** |
| **12** | Discuss the impact of Google algorithm updates (e.g., Panda, Penguin, Hummingbird) on SEO practices and strategies. | **10 Marks** | **Application** | **CO1** |

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| **13** | Explain the importance of SEO in digital marketing and its contribution to business growth. | **10 Marks** | **Application** | **CO2** |
| **or** |
| **14** | A website with good structure helps users find where they want to go, making it more likely they lead to conversion. Illustrate with examples. | **10 Marks** | **Application** | **CO2** |

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| **15** | Since the re-explosion of content marketing in the 21st century, content creation has quickly evolved into an essential business activity. As with any essential business activity, brands need to determine the most cost-effective way to get it done without compromising quality. Develop the actions to be taken to streamline SEO Content Writing with the above context. | **10 Marks** | **Application** | **CO3** |
| **or** |
| **16** | Analyze the importance of backlink quality over quantity in Off-Page SEO. Discuss how businesses can identify and acquire high-quality backlinks. | **10 Marks** | **Application** | **CO3** |

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| **17** | While many SEO tactics get results, outdated or poor SEO practices can severely damage your website’s visibility. SEO constantly evolves alongside Google’s algorithm, and things that previously worked become obsolete, with new ranking factors replacing them. Illustrate the SEO bad practices with examples in detail. | **10 Marks** | **Application** | **CO4** |
| **or** |
| **18** | Examine the importance of Core Web Vitals in Technical SEO and their role in improving user experience and rankings. | **10 Marks** | **Application** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** |
| **19** | **Case study**"FastDeals," a mid-sized e-commerce website, experienced a significant drop in organic traffic. Customers frequently complained about slow-loading product pages, especially during peak shopping hours. A technical SEO audit identified several issues:· Average page load time: 8 seconds.· Large unoptimized images.· Unminified CSS and JavaScript files.· No Content Delivery Network (CDN).Actions Taken1. Image Optimization: Compressed images using modern formats like WebP.2. File Minification: Minimized CSS and JavaScript files.3. Implementing a CDN: Reduced server response time.4. Caching Strategy: Leveraged browser caching for static resources.Results· Page load time decreased from 8 seconds to 2.5 seconds.· Organic traffic increased by 40% within three months.· Bounce rate reduced by 25%.· Improved rankings for key product pages.**Questions:**a) Why is page speed critical for SEO, and how does it impact ranking factors like Core Web Vitals? (5 Marks)b) What tools can be used to identify and resolve page speed issues? (5 Marks)c) How does implementing a CDN improve both speed and search engine rankings? (5 Marks) | **15 Marks** | **Analysis** | **CO3** |
| **20** | **Case study**"EduLearn," an online education platform, experienced a 30% drop in organic traffic. A technical audit revealed:· Over 50 crawl errors in Google Search Console.· Broken internal links.· Missing XML sitemap.· Duplicate content caused by URL parameters.Actions Taken1. Crawl Errors: Fixed broken links and updated redirects.2. XML Sitemap: Submitted a sitemap to Google Search Console.3. Canonical Tags: Resolved duplicate content with proper canonicalization.4. URL Structure: Optimized URL parameters for clarity.Results· Search engine crawl rate improved by 20%.· Organic traffic rebounded by 35% within two months.· Duplicate content issues were eliminated.**Questions:**a)How do crawl errors affect search engine rankings, and what tools can help identify them? (5 Marks)b) What role does an XML sitemap play in improving a website's crawlability and indexing? (5 Marks)c) How can duplicate content impact SEO, and what strategies can resolve it? (5 Marks) | **15 Marks** | **Analysis** | **CO4** |