



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY/ JUNE 2025

Date: 02-06-2025

Time: 01:00 pm – 04:00 pm

School: SOM-UG	Program: BBA (DIGITAL MARKETING)	
Course Code : BBA3062	Course Name: Search Engine Optimization	
Semester: IV	Max Marks: 100	Weightage:50%

CO - Levels	C01	C02	C03	C04	C05
Marks					

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 2 marks.

10Q x 2M=20M

1.	Define SEO and explain its importance in digital marketing.	2 Marks	L1	C01
2.	What is a web crawler ? How does it work?	2 Marks	L1	C01
3.	Differentiate between White Hat SEO and Black Hat SEO .	2 Marks	L1	C01
4.	What is the purpose of meta description tags in On-Page SEO?	2 Marks	L2	C02
5.	Explain the significance of heading tags (H1, H2, H3) in content optimization.	2 Marks	L2	C02
6.	What is PageRank , and how does it influence search rankings?	2 Marks	L3	C03
7.	Define nofollow links and their impact on SEO.	2 Marks	L3	C03
8.	What is the role of XML sitemaps in Technical SEO?	2 Marks	L4	C04
9.	Explain the concept of canonicalization in SEO.	2 Marks	L4	C04
10.	How does Google Analytics help in SEO reporting?	2 Marks	L5	C05

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Explain the ranking factors used by search engines	07 Marks	L1	CO 1
Or					
12.	a.	Discuss the importance of keyword research in SEO.	07 Marks	L1	CO 1
13.	a.	How does URL optimization contribute to On-Page SEO?	07 Marks	L2	CO 2
Or					
14.	a.	Explain the best practices for image optimization in SEO.	07 Marks	L2	CO 2
15.	a.	What are the different types of backlinks, and how do they impact SEO?	07 Marks	L3	CO 3
Or					
16.	a.	Discuss the role of social media signals in Off-Page SEO.	07 Marks	L3	CO 3
17.	a.	Explain the importance of breadcrumbs in website navigation and SEO.	07 Marks	L4	CO 4
Or					
18.	a.	What are 301 and 302 redirects , and when should they be used?	07 Marks	L4	CO 4
19.	a.	How can crawl errors affect a website's SEO performance?	07 Marks	L5	CO 5
Or					
20.	a.	Discuss the significance of tracking and reporting in SEO.	07 Marks	L5	CO 5

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	Explain the working mechanism of search engines, including crawling, indexing, and ranking.	15 Marks	L4	CO 4
22.	a.	Discuss the best practices for On-Page SEO, covering title tags, meta descriptions, and internal linking.	15 Marks	L2	CO 2
23.	a.	Analyze the impact of Off-Page SEO strategies, including link-building techniques and social media optimization.	15 Marks	L3	CO 3
24.	a.	Explain the role of Technical SEO in improving website performance, covering XML sitemaps, robots.txt, and error handling.	15 Marks	L5	CO 5