Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 23-12-2025 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA Digital Marketing	
Course Code: MBA3029	**Course Name:** Search engine optimization	
Semester : III	**Max Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	16	16	34	34	

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 3 marks. 10Q x 3M=30M

1.	Classify search engines and describe functions.	3 Marks	L2	CO1
2.	Explain how a crawler works.	3 Marks	L2	CO1
3.	Classify key On-Page SEO areas and purpose.	3 Marks	L2	CO2
4.	Explain importance of metadata elements.	3 Marks	L2	CO2
5.	Illustrate how off-page SEO can help a newly launched blog attract organic traffic faster than on-page methods alone.	3 Marks	L3	CO3
6.	Deconstruct how broken image links impact Core Web Vitals and content quality signals.	3 Marks	L4	CO4
7.	Recommend three off-site SEO techniques that an e-commerce website can use to strengthen its domain authority.	3 Marks	L3	CO3
8.	Determine how orphan pages disrupt the structural flow of internal linking and reduce ranking potential.	3 Marks	L4	CO4
9.	Show how relationship-building with bloggers or influencers can lead to high-quality backlinks for a fitness brand.	3 Marks	L3	CO3
10.	Appraise how redirect loops block access to important URLs and harm visibility.	3 Marks	L4	CO4

Part B

Answer the Questions. **Total Marks 40M**

11.	a.	A new online clothing store is struggling to appear in Google search results. Apply key SEO concepts such as search engine functioning, SERP understanding, and ranking factors to recommend a complete approach for improving its organic visibility.	10 Marks	L3	CO1
Or					
12.	a.	A company experiences a sudden drop in website ranking after a recent Google algorithm update. Identify the potential algorithm-related factors responsible for the decline and suggest actions to restore the ranking.	10 Marks	L3	CO1
13.	a.	A website's bounce rate is high due to poor page structure. Apply On-Page SEO techniques to improve internal links, heading structure, and webpage layout for better user engagement and SEO performance.	10 Marks	L3	CO2
Or					
14.	a.	A webpage contains no optimized meta tags, poorly structured headings, and irrelevant URL formats. Develop a complete On-Page SEO improvement blueprint to enhance its search engine visibility and readability.	10 Marks	L3	CO2
15.	a.	Apply your understanding of the PageRank algorithm by explaining how a website can intentionally improve its PageRank score using strategic backlink-building techniques. Provide examples to support your answer.	10 Marks	L3	CO3
Or					
16.	a.	Use your understanding of link popularity to propose techniques an online education portal can apply to improve its ranking for competitive keywords.	10 Marks	L3	CO3
17.	a.	Compare different error codes (404, 410, 500, 503) by analyzing how each one impacts user experience and search engine crawling.	10 Marks	L4	CO4
Or					
18.	a.	Diagnose the impact of incorrect redirection practices (301 vs 302, chains, loops) on website ranking stability.	10 Marks	L4	CO4

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	a.	GreenLeaf Organics, a mid-sized online store selling eco-friendly personal care products, has noticed a decline in its Domain Authority (DA) over the last six months. Competitors with similar content are ranking higher, and GreenLeaf's backlink profile shows low-quality links from unrelated blogs and directories. The brand also struggles with online reputation, as several customer reviews on third-party sites mention delayed	15 Marks	L4	CO3

		deliveries and poor support. Although the company has recently improved its operations, the negative reviews still appear at the top of search results when users search for "GreenLeaf reviews." The marketing team wants to improve the website's DA, clean up harmful backlinks, and rebuild trust with customers through strong reputation-building strategies. Questions: You have been hired as an SEO consultant to help GreenLeaf Organics recover and strengthen its online authority. a) Suggest practical steps GreenLeaf Organics can take to improve its Domain Authority. Apply concepts such as quality backlinks, content upgrades, and link-cleaning techniques to this case. b) Propose reputation-building actions the brand should implement across search engines, social platforms, and review sites. Demonstrate how these steps can improve customer trust and brand perception.			

20.	a.	FitLife Pro, a fitness and wellness website offering blogs, online workout programs, and nutrition guides, recently migrated to a new website design. After the migration, the SEO team noticed major ranking drops and several indexing warnings in Google Search Console. A technical audit revealed the following issues: • Over 150 redirect chains created during the URL restructuring • Many old URLs were redirected more than three times before reaching the final page • Several important workout pages returning 404 Not Found errors • Google Search Console displaying "Crawled – Currently Not Indexed" for multiple blog posts • A large number of soft 404s where thin-content pages exist but appear empty to Google • Significant drop in organic sessions for high-traffic articles FitLife Pro wants to understand *how redirection issues and crawl errors are harming SEO* and what actions should be prioritized to regain traffic. **Questions:** a) Analyze how the redirection problems (redirect chains, multiple hops, and soft 404s) and crawl errors (404s, "Crawled – Not Indexed") are affecting FitLife Pro's crawling, indexing, and ranking. b) Identify and justify three priority technical fixes FitLife Pro should implement to stabilize SEO performance. Analyse why these fixes will have the highest impact on restoring organic visibility.	15 Marks	L4	CO4