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# PRESIDENCY UNIVERSITY

BENGALURU

## Mid - Term Examinations - MARCH 2026

Date: 10 - 03- 2026

Time: 02:00pm - 03:30pm

<b>School:</b> SOCSE	<b>Program:</b> B.Tech		
<b>Course Code:</b> IST3402	<b>Course Name:</b> SEARCH ENGINE OPTIMIZATION		
<b>Semester:</b> VI	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%	

CO - Levels	C01	C02	C03	C04	C05
Marks	30	30	30		

### 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 2marks.

5Q x 2M=10M

1	What is the purpose of ranking monitor?	2 Marks	L1	C01
2	What is a dynamic site?	2 Marks	L1	C01
3	Mention features of a good CMS?	2 Marks	L1	C01
4	What factors should be considered to make a site mobile-friendly?	2 Marks	L1	C01
5	What is Cloaking? Write a html snippet	2 Marks	L1	C01

## Part B

Answer the Questions.

Total Marks 40M

6.	a.	How to Implement a search within your website?	10 Marks	L2	CO2
<b>Or</b>					
7.	a.	How do you plan your site navigation	10 Marks	L3	CO3

8.	a.	Explain the different option and when to choose the right mobile approach	10 Marks	L3	CO3
<b>Or</b>					
9.	a.	Explore the element to test mobile friendliness of your website	10 Marks	L2	CO2

10.	a.	Explain HTML Constructs for search Engines	10 Marks	L3	CO3
<b>Or</b>					
11.	a.	How to enrich your site with rich snippets	10 Marks	L3	CO3

12.	a.	Explain the types of navigation	10 Marks	L1	CO1
<b>Or</b>					
13.	a.	Explain the categories of spam with html snippet	10 Marks	L3	CO3