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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations - MARCH 2026

Date: 10- 03- 2026

Time: 09:30am - 11:00am

School: SOIS-PG	Program: MCA		
Course Code: CSA4021	Course Name: Search Engine Optimization		
Semester: VI	Max Marks: 50	Weightage: 25%	

CO - Levels	C01	C02	C03	C04	C05
Marks	10	40	-	-	-

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	Why is SEO important for websites?	2 Marks	L1	C01
2	Mention one major milestone in the history of SEO.	2 Marks	L1	C01
3	What is Googlebot?	2 Marks	L1	C01
4	What is Off-Page SEO?	2 Marks	L1	C01
5	What is the purpose of a meta description?	2 Marks	L1	C01

Part B

Answer the Questions.

Total Marks 40M

6.	a.	Compare and contrast SEO and SEM strategies.	10 Marks	L4	C02
Or					
7.	a.	Develop an HTML snippet for a web page titled "SEO vs SEM Comparison" using proper title tags, meta description, H1–H3 headings, and a table that compares SEO and SEM features.	10 Marks	L6	C02
8.	a.	Discuss the evolution of SEO and major Google algorithm updates like Panda, Penguin, and Hummingbird.	10 Marks	L2	C02
Or					
9.	a.	Create an HTML timeline using ordered lists () and headings to illustrate SEO evolution and algorithm updates.	10 Marks	L6	C02
10.	a.	Discuss link building strategies, white/grey/black hat SEO, and social media optimization techniques.	10 Marks	L2	C02
Or					
11.	a.	Create an HTML snippet demonstrating internal and external links, use of anchor text for backlinks, and social media sharing buttons (using simple HTML links or buttons).	10 Marks	L6	C02
12.	a.	Explain the importance of keyword research, search intent, and content optimization techniques.	10 Marks	L2	C02
Or					
13.	a.	Create an HTML page example showing use of primary and secondary keywords in headings and paragraphs, proper paragraph structure, and tables to highlight keyword-related information.	10 Marks	L6	C02