

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: BBA3062

Course Name: Search Engine Optimization

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define Google Algorithm with an example.	2	CO1	BT1
2	List the stages involved in search engine working.	2	CO1	BT1
3	State the meaning of Page Ranking Technology.	2	CO1	BT1
4	Explain the importance of Title Tag in SEO.	2	CO2	BT2
5	Summarize the concept of Link Building.	2	CO2	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Outline the history and evolution of SEO and its importance in digital marketing.	10	CO1	BT1
7	SEO vs. SEM: Which strategy is more suitable for long-term business growth? Justify.	10	CO1	BT1

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	List any two types of keywords and their role in SEO strategy.	10	CO1	BT1
9	A new e-commerce website is unable to rank. Explain the impact of search engine algorithms and page ranking technology.	10	CO1	BT1

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Interpretate On-Page SEO techniques used in website optimization.	10	CO2	BT2
11	Analyze a poorly optimized webpage and suggest improvements using On-Page SEO elements.	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Discuss HTML basics required for SEO with examples.	10	CO2	BT2
13	A blog website wants to improve visibility. Illustrate how keyword analysis and content optimization can enhance ranking.	10	CO2	BT2