

Roll No.													
----------	--	--	--	--	--	--	--	--	--	--	--	--	--



PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - May/June 2026

Date: 15- 05-2026

Time: 09:30am – 12:30pm

School: SOIS-PG	Program: MCA	
Course Code : CSA4021	Course Name: Search Engine Optimization	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	18	14	24	36	8

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.

10Q x 2M=20M

1.	What is a search engine algorithm?	2 Marks	L2	CO1
2.	Define long-tail keywords.	2 Marks	L2	CO1
3.	What is keyword competition?	2 Marks	L4	CO2
4.	What is content structure in SEO?	2 Marks	L4	CO2
5.	What is on-page SEO?	2 Marks	L4	CO3
6.	What is meta description?	2 Marks	L4	CO3
7.	Define internal linking.	2 Marks	L4	CO3
8.	What is off-page SEO?	2 Marks	L3	CO4
9.	What is robots.txt file?	2 Marks	L3	CO4
10.	What is sitemap (XML/HTML)?	2 Marks	L2	CO4

Part B

Answer the Questions.

Total Marks 80M

11.	a.	Explain SEO fundamentals.	4 Marks	L2	C01
	b.	Discuss search engine working principles.	6 Marks	L2	C01
Or					
12.	a.	Explain SEO vs SEM differences.	4 Marks	L2	C01
	b.	Discuss ranking algorithms.	6 Marks	L2	C01
13.	a.	Analyze SEO factors in webpages.	4 Marks	L	C02
	b.	Discuss ranking algorithms.	6 Marks	L	C04
Or					
14.	a.	Evaluate webpage optimization	4 Marks	L4	C05
	b.	Discuss competitor analysis tools	6 Marks	L4	C02
15.	a.	Explain on-page optimization methods	4 Marks	L4	C03
	b.	Discuss meta and title tags.	6 Marks	L4	C03
Or					
16.	a.	Explain HTML basics for SEO	4 Marks	L4	C03
	b.	Discuss image optimization	6 Marks	L4	C03
17.	a.	Discuss link types.	4 Marks	L3	C04
	b.	Explain off-page SEO techniques.	6 Marks	L3	C04
Or					
18.	a.	Explain social media optimization	4 Marks	L3	C04
	b.	Discuss ethical SEO	6 Marks	L3	C04
19.	a.	Explain technical SEO elements	10 Marks	L3	C04
	b.	Discuss sitemap and robots.txt.	10 Marks	L3	C04
Or					
20.	a.	Explain website analytics	10 Marks	L3	C04
	b.	Explain reporting tools	10 Marks	L3	C04
21.	a.	Analyze website performance	10 Marks	L	CO
	b.	Discuss ranking improvement.	10 Marks	L	CO
Or					
22.	a.	Explain redirects and links	10 Marks	L4	C04
	b.	Discuss error handling	10 Marks	L4	C05