



Even Semester End Term Examination, May / June 2026

Date: 23/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BBA3062

Course Name: Search Engine Optimization

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	36	36	36	36	36

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define Googlebot.	2	CO1	BT1
2	Recall the concept of page ranking technology.	2	CO1	BT1
3	Define an H1 tag in HTML.	2	CO2	BT1
4	State the purpose of internal linking in On-Page SEO.	2	CO2	BT2
5	Define a natural backlink.	2	CO3	BT1
6	Comparison between grey hat and black hat SEO techniques.	2	CO3	BT2
7	Describe 301 redirect.	2	CO4	BT1
8	State the meaning of crawl errors.	2	CO4	BT1
9	Define website position analysis.	2	CO5	BT1
10	Explain the concept of SEO reporting	2	CO5	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Describe how search engine algorithms determine the ranking of a fintech startup's website.	6	CO1	BT2
11.b	Discuss about keyword research techniques to identify suitable keywords for the fintech startup offering digital payment solutions.	10	CO1	BT2
12.a	Describe the importance of competition analysis in SEO for a fintech website.	6	CO1	BT2

12.b	Explain about the page ranking technology to enhance the visibility of the fintech startup.	10	CO1	BT2
------	---	----	-----	-----

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Describe the role of SEO-friendly website design in improving the visibility of a university website.	6	CO2	BT2
13.b	Explain on-page SEO techniques to optimize the admissions page of the university.	10	CO2	BT2
14.a	Describe how meta tags and header tags contribute to on-page optimization.	6	CO2	BT2
14.b	Illustrate keyword analysis and content optimization for a university's course page.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain the role of social media optimization (SMO) in enhancing the visibility of a local gym.	6	CO3	BT2
15.b	Apply off-page SEO techniques to improve the online presence of the local gym.	10	CO3	BT3
16.a	Describe the differences between white hat, grey hat, and black hat SEO techniques.	6	CO3	BT2
16.b	Apply white hat SEO strategies to build sustainable backlinks for the local gym.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain the significance of the robots.txt file and XML sitemap for a news portal.	6	CO4	BT2
17.b	Apply technical SEO strategies to resolve crawl errors on the news portal.	10	CO4	BT3
18.a	Describe the importance of 301 redirects and custom 404 pages.	6	CO4	BT2
18.b	Apply strategies to manage redirection and broken link issues during a website redesign.	10	CO4	BT3

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
-------	-----------	---	----	----

19.a	Explain the process of website position analysis for a mobile app landing page.	6	CO5	BT2
19.b	Analyze Google Analytics data to prepare an SEO performance report.	10	CO5	BT4
20.a	Describe the key components of an SEO report submitted to management.	6	CO5	BT2
20.b	Analyze strategies to secure and maintain top rankings for competitive keywords in the mobile app industry.	10	CO5	BT4