



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – May/June 2026

Date: 18-05-2026

Time: 01:00pm – 04:00pm

School: SOCSE	Program: B.Tech (IST)	
Course Code: IST3402	Course Name: SEARCH ENGINE OPTIMIZATION	
Semester: VI	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	20	20	20	20	20

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.	Mention the factors to be considered in Onpage SEO	2 Marks	L2	C02
2.	What Link Farm ? write with code snippet ?	2 Marks	L3	C03
3.	Mention the factors to be considered in Offpage SEO	2 Marks	L1	C01
4.	What is Technical SEO? Mention the factors in it.	2 Marks	L1	C01
5.	Define Search Operator i)site ii)ALLinURL iii)cache iv)inTitle	2 Marks	L1	C01
6.	What does good sitemap do for your website ?	2 Marks	L1	C01
7.	What are Meta Tags, Title Tags, Robots Text, domain with code	2 Marks	L1	C01
8.	What are session IDs and Cookies ?	2 Marks	L1	C01
9.	How to implement PHP 301 redirect with code	2 Marks	L2	C02
10.	What are subdomains? Why people set up subdomains	2 Marks	L2	C02

Part B

Answer the Questions.

Total Marks 80M

11.	a.	How to implement 301 Redirect pages in IIS 5.0 and 6.0	20 Marks	L2	C02
	b.	How to implement i) JSP 301 Redirect ii) Cold Fusion Redirect		L2	C02
	c.	How to implement i) ASP.net Redirect ii) CGI Perl 301 Redirect		L4	C04
Or					
12.	a.	How to move a site to a new host ?	20 Marks	L2	C02
	b.	How to handle Secure Server Problem?		L2	C02
	c.	Explain Log-File analysis tools i) Sawmill ii) Web Log iii) AWstats		L4	C04

13.	a.	How to do A/B Testing for web page ?	20 Marks	L3	C03
	b.	What is multivariate testing and How to perform it on web page		L1	C01
	c.	How to Build conversion funnels with diagram ?		L3	C03
Or					
14.	a.	How to create and maintain silos ?	20 Marks	L3	C03
	b.	How to obtain Inbound link? Explain i) Link Magnets ii) Link baiting iii) link buying		L1	C01
	c.	How to build silo with Car as illustration with diagram		L3	C03

15.	a.	Explain Responsive Design with diagram and when to use it	20 Marks	L4	C04
	b.	Explain Dynamic Serving with diagram and when to use it		L4	C04
	c.	Explain separate mobile site with diagram and when to use it		L4	C04
Or					
16.	a.	Explain SERP with diagram i) Search Tool ii) search vertical iii) Ads iv) Pagination	20 Marks	L4	C04
	b.	Why people use search engines? Explain with example i) Research ii) Shopping iii) Entertainment		L4	C04
	c.	How search Engine works ?		L4	C04

17.	a.	What are the steps to discover your competitors site	20 Marks	L3	C03
	b.	Write Link evaluation Flowchart		L1	C01
	c.	How not to obtain links?		L4	C04
Or					
18.	a.	Explain physical siloing and virtual siloing	20 Marks	L3	C03
	b.	What are the steps to discover your competitors site		L1	C01
	c.	What are the aspects of Outbound Links		L4	C04