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Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: DBS1012 **Course Name:** Fundamentals of Search Engine Optimization

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	46	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	State the meaning of SERP and mention any two SERP features.	2	CO1	BT1
2	Explain the difference between crawling and indexing.	2	CO1	BT1
3	List any four keyword research techniques	2	CO1	BT1
4	Identify any two on-page SEO factors.	2	CO2	BT1
5	State the difference between a 301 redirect and a 302 redirect.	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Describe the structure and major features of a Search Engine Results Page. Analyse how different SERP features influence user visibility and search behaviour.	10	CO1	BT2
7	Explain how search engines discover, process, and rank webpages. Illustrate the relationship between crawling, indexing, and ranking with a suitable example.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain keyword research and its importance in SEO. Develop a step-by-step keyword research process for a website promoting online MBA programmes.	10	CO1	BT2
9	Classify keywords according to length, user intent, and brand association. Analyse how different keyword types can be used at different stages of the customer journey.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Explain the role of meta tags, headings, and URL structure in on-page SEO. Evaluate their importance in improving webpage relevance and user experience.	10	CO2	BT2
11	Describe the process of optimizing images for SEO. Develop an image optimization checklist covering file names, alt text, file size, format, and loading speed.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Explain the role of Rank Math and other SEO plugins in website optimization. Analyse how SEO plugins assist marketers in implementing on-page SEO practices.	10	CO2	BT2
13	Explain broken links, 404 errors, and redirects. Develop a technical SEO procedure for identifying and resolving these issues on a business website.	10	CO2	BT2