PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING
MID TERM EXAMINATION - APR 2023

Semester : Semester VI - B.Tech CSE - 2020
Course Code : CSE3123
Course Name : Sem VI - CSE3123 - Search Engine Optimization
Program : B.Tech. Computer Science and Engineering

Date : 15-APR-2023
Time : 2:00PM - 3:30PM
Max Marks : 60
Weightage : 30%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   (5 X 2 = 10M)

1. What is methodical consistent implementation?

(CO1) [Knowledge]

2. Give examples of advanced search operators.

(CO1) [Knowledge]

3. Give instances to utilize hidden text and links.

(CO1) [Knowledge]

4. How search engines customize search results?

(CO1) [Knowledge]

5. Mention benefits of SEO compliant site

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (4 X 5 = 20M)

6. Describe meta search engines.

(CO1) [Comprehension]

7. Write short note on spam.

(CO1) [Comprehension]

8. How to define a clear subject theme?

(CO1) [Comprehension]

9. Explain the process of getting entire data.

(CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   (2 X 15 = 30M)

10. Name the techniques used in SEO. How spam can be reported and how Google can submit a spam report?

(CO1) [Application]

11. How to discover the features of search results pages?

(CO1) [Application]