PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING
END TERM EXAMINATION - JUN 2023

Semester : Semester VI - 2020
Course Code : CSE3123
Course Name : Sem VI - CSE3123 - Search Engine Optimization
Program : ISE

Date : 16-JUN-2023
Time : 9.30AM - 12.30PM
Max Marks : 100
Weightage : 50%

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   (10 X 2 = 20M)

1. What is SEO Website analysis?

(CO5) [Knowledge]

2. Whats is the purpose of ranking monitor?

(CO2) [Knowledge]

3. Mention factors to be considered to make a site mobile-friendly.

(CO2) [Knowledge]

4. Write a note on Title tag.

(CO3) [Knowledge]

5. Define internal linking.

(CO4) [Knowledge]

6. What is the use of a regular expression?

(CO5) [Knowledge]

7. What is the use of cache: and related: operators?

(CO1) [Knowledge]

8. What are heading tags?

(CO4) [Knowledge]

9. Define response time of a server.

(CO1) [Knowledge]

10. What is cloaking?

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(5 X 10 = 50M)**

11. Give description of different types of vertical search engines.

(CO1) [Comprehension]

12. Explain Keyword Discovery tool.

(CO5) [Comprehension]

13. Explain about Apache and Microsoft IIS server.

(CO3) [Comprehension]

14. Explain commands to be included in robots.txt file.

(CO3) [Comprehension]

15. Explain steps to design 404 error page.

(CO3) [Comprehension]

PART C

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

16. How to implement 301 Redirect in Apache .htaccess files?

(CO3) [Application]

17. Write a note on Google Analytics.

(CO5) [Application]