

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - BBA DM - 2021
Course Code : BBA3062
Course Name : Search Engine Optimization
Program : BBA

Date : 10-JAN-2024
Time : 1:00 PM - 4:00 PM
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

5 X 2M = 10M

1. What is Page ranking? how it is performed by Google?
(CO1) [Knowledge]
2. Write notes on HTML.
(CO2) [Knowledge]
3. Write notes on black hat seo.
(CO3) [Knowledge]
4. What is HTTP 404? Why it appears?
(CO4) [Knowledge]
5. How is AI influencing the evolution of ranking factors, and what new elements should SEO professionals consider as essential in the AI-driven era?
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. With the emphasis on high-quality backlinks, how can businesses ensure ethical link-building practices, and what proactive measures should be taken to avoid potential penalties associated with manipulative link-building tactics?
(CO1) [Comprehension]
7. To what extent do social signals (shares, likes, comments) contribute to the effectiveness of backlinks, and how can businesses integrate social media into their link-building strategies?
(CO2) [Comprehension]

8. How do online reviews contribute to local SEO, and what proactive measures can businesses take in reputation management to foster positive local perceptions?
(CO3) [Comprehension]
9. How does the regular refresh and updating of existing content contribute to on-page SEO, and what criteria should be used to determine when content needs an update?
(CO4) [Comprehension]
10. In What ways does Google Analytics empower SEO professionals to make data-driven decisions, and what specific metrics are most crucial for shaping effective strategies?
(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. DigiTec, an online retailer specializing in electronic products, faced challenges in attracting relevant organic traffic and converting visitors into customers. Recognizing the importance of keyword research, the company aimed to revamp its SEO strategy and enhance its online presence. In this regard, Suggest measures how to:
1. Identify high-value keywords relevant to DigiTec' products.
 2. Increase organic search traffic by 40% within six months.
 3. Improve conversion rates for key product categories.
- (CO3) [Application]
12. Sam Electronics Inc, a reputable online electronics retailer, experienced a sudden decline in website traffic and reputation. Unbeknownst to them, cybercriminals had implemented SEO poisoning techniques to compromise the company's online presence and direct users to fraudulent websites. The hackers injected malicious codes so that when the website opens and user clicks the product or service it takes them to some competitors' pages and also asking users to download some thrid party softwares like Anti-virus or browsers. In this regard you have to help company to
1. Identify the source and nature of the SEO poisoning attack.
 2. Mitigate the impact on website traffic and user trust.
 3. Implement preventive measures to safeguard against future attacks.
- (CO5) [Application]