

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

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

Semester : Semester III - 2022

Course Code : MBA3029

Course Name : Search Engine Optimization

Program : MBA

Date : 10-JAN-2024

Time : 10:00AM - 1:00 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

10 X 3M = 30M

1. Search engine follows a process and steps to answer the search query, In this process web spider takes a special role. Discuss the specific steps in SEO working process.
(CO1) [Knowledge]
2. In the real sence, Google has never used any kind of domain authority metrics. From the above context interpret the true meaning of the statement "Domain Authority is a myth maintained by MoZ".
(CO1) [Knowledge]
3. A hyperlink, often referred to as a link, is a clickable word, phrase, or image on the internet that directs users to other web pages. Describe the parts that make up a hyperlink.
(CO1) [Knowledge]
4. When we build links, we should be able to tell the difference between good and bad links. Figure out what "good" and "bad" links mean.
(CO1) [Knowledge]
5. Duplicate content refers to content that is either similar or identical duplicates of content seen on other websites or various pages within the same website. Examine the various manners in which duplicate material will influence the ranking of a website, the experience of its users, and the authority of its domain.
(CO1) [Knowledge]
6. Elucidate the concepts of 404 and 301 in relation to the technical aspects of SEO.
(CO1) [Knowledge]
7. The contemporary job market has a significant need for skilled content writers for online platforms. Put yourself in the shoes of a content writer and enumerate the considerations you must have in mind while crafting the content for a website with regards to On Page SEO.
(CO1) [Knowledge]
8. Search Engine Algorithm does not read image, however it can read data associated with it. Explain Image Alt Text.
(CO1) [Knowledge]

9. Name the top 3 search engine and discuss how they are different each other. (CO1) [Knowledge]
10. The Google Search Engine SERP page exhibits two distinct categories of results. This outcome encompasses both Organic and Sponsored results. Organic search results possess greater credibility among consumers compared to paid advertisements. Provide a concise overview of the WHITE HAT tactics employed in SEO.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

6 X 7M = 42M

11. Understanding the Tricks of the Trade is important to get a success in the Trade. In the same way several factors influence on SEO task and website ranking. What are critical factors influence on Google ranking?
12. The SEO audit of government banking website revealed three issues: (a) multiple versions of the same page, (b)receiving google penalty and (c) the non-implementation of the policy guideline regarding stopping search engines to index some pages related to customer acknowledgement and indicating preferred version with respect to multiple versions of the same page. As an SEO executive, solve the technical issues associated with the website using any appropriate tool.
13. Google is continuously updating its search engine algorithm, Its Dynamic search engine keep itself upto date. Discuss the latest updates to the Google search algorithm.
14. Customer Conversion is what matters at the end of the day. SEO expert work becomes useless if no good conversion rate. How can you improve conversion rates?
15. As a web developer for an Management Institute, you are assigned to improve the rank of the institute, which is a popular brand in Bangalore, but when it comes to Web page ranking, it shows on the second page of google SERP page. Explain the way in which, Technical Optimization plan will help the improvement.
16. After providing thought leadership for 10 years in e-commerce culture, **Snapdeal** had built a healthy brand reputation and strong organic search traffic. However, after a number of problematic website changes and re-launches, the Snapdeal team noticed a sharp drop in their organic search traffic, due to technical issues. Apply technical SEO strategy to resolve the same.

(CO2) [Comprehension]

(CO2) [Comprehension]

(CO2) [Comprehension]

(CO2) [Comprehension]

(CO2) [Comprehension]

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 14M = 28M

17. Imagine yourself to be web developer for Edu Tech Company. You have been assigned to develop the website content and improve the rank of the institute website, which as a whole is a very popular brand but when it comes to Web page ranking, it shows on the second page of google search. As a SEO expert, plan out the ON-PAGE and OFF PAGE OPTIMISATION PROCESS for the edu Tech Company.
18. **The Narrative** is a content marketing company run by Kinder Jogi. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. Kinder Jogi, like most individuals, was originally enticed to use guest posts to develop links to his company's website. However, the results in terms of domain authority and ranking showed little improvement. Design an Off-Page SEO strategy to include podcast, email marketing to complement the existing practices.

(CO3) [Application]

(CO3) [Application]