

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - NOV 2023**

**Semester :** Semester V - 2021

**Course Code :** BBA3062

**Course Name :** Sem V - BBA3062 - Search Engine Optimization

**Program :** BBA

**Date :** 3-NOV-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 50

**Weightage :** 25%

**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. Provide two examples for long-tailed keywords in SEO. (CO1) [Knowledge]
2. Identify two main On-page SEO techniques. (CO2) [Knowledge]
3. Identify linear search algorithm. (CO1) [Knowledge]
4. Distinguish between On-Page SEO and Off-Page SEO? (CO2) [Knowledge]
5. Describe HyperText Markup Language (HTML). (CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Discuss the relevance of H1 H2 H3 tags in On page SEO. (CO2) [Comprehension]
7. Elucidate Search Engine Marketing and differentiate it from Search Engine Optimisation. (CO2) [Comprehension]

## PART C

### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. "Link building is a crucial tool that can boost a webpage's search rankings and improve its visibility." Keeping this statement in mind, illustrate the relevance of link building in Search Engine Optimisation and explain the various ways in which links can be built?

(CO2) [Application]