

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

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

Semester : Semester III - 2022

Course Code : MBA3029

Course Name : Sem III - MBA3029 - Search Engine Optimization

Program : MBA

Date : 6-NOV-2023

Time : 10:00AM - 11:30AM

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. Another name for parameters is query strings. Enumerate the drawbacks of using parameters in URLs from an SEO standpoint.
(CO1) [Knowledge]
2. The meta description is quite important in SEO. In your own words, explain the meta description.
(CO1) [Knowledge]
3. What are the 5 popular search engine globally
(CO1) [Knowledge]
4. Briefly discuss the critical factors of On-Page Optimization
(CO2) [Knowledge]
5. Discuss the role of robots.txt file on website. According to you which industry has a major requirement of robots.txt file. Provide a brief explanation
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. PARTHA sells the produce from his organic farm online. He wants to optimize the page that sells fruit and vegetables, so he's looking into titles and meta tags, headings, and improving his copy. He wants to do SEO, so that his webpage shows up in the natural organic results. Interpret the reasons for PARTHA to be so keen on appearing on the natural organic results.

a. Define SEO. Explain its main purpose.

b. Compare and contrast the Search Engine Marketing and Search Engine Optimization.

(CO1) [Comprehension]

7. Website source code contains Meta Data, since Meta tags are important and are the first step in SEO as they represent the meta data that a search engine looks at. Discuss the role of Meta tags in the source code. Compare and contrast the importance of Meta data with that of well written text or content.

(CO1) [Comprehension]

8. SERP page has many features, Snippet is an essential element of an SERP, from an SEO practitioner perspective. Discuss the components of a typical Google SERP snippet

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. The Foodbazar is a FMCG company that services shared and commercial kitchen spaces. As part of its sales and marketing efforts, The Foodbazar created a database called The Kitchen Home (or TKH). This site is a free tool for users that lists all of the commercial and shared kitchen spaces in India. TKH also has a premium listing feature for kitchens, allowing it to generate its own revenue. Kitchens can pay to show up at the top of the list by purchasing a premium subscription. The Kitchen Home provides a valuable service for food entrepreneurs and startups, but the initial site architecture and content structure prevented the site from being crawled by Google. The website only received a miniscule amount of organic traffic – primarily focused on the brand. Besides the homepage and a handful of individual kitchen pages, no other pages were indexed. Our goal was to get many more pages ranked in targeted localities. This would help to generate opportunities for sales of The Foodbazar product and services. The SEO audit review has found issue with crawlability of few pages and no true way to measure SEO. Develop site structure to handle the Onpage issues and ways to measure SEO efforts.

(CO1) [Application]

10. Coorg Coffee House (A geographic location-based brand) is a local start-up serving 80 different types of coffees from around the Karnataka. The Startup Business owner is a coffee expert in the coffee beverage sector, having exposure to coffee preparation and selling in various countries across South Asia and Gulf countries. The company has access to sources of coffee varieties from around the world, and desires to deliver a superior coffee consumption experience in major cities of Gujarat and Maharashtra. Company does not want to engage into traditional advertising tools, as the company believes in the capability of digital media to reach out to his target audience.

1. Analyze the appropriate social media Marketing strategy and plan for the venture -

2. Select the appropriate social media marketing platforms that you would use, and outline the purpose of the same.

(CO2) [Application]