

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**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. Discuss the types of search queries.
(CO1) [Knowledge]
2. The meta description is quite important in SEO. In your own words, explain the meta description.
(CO1) [Knowledge]
3. What is URL?
(CO1) [Knowledge]
4. In Search Engine Optimization, Internal links and backlinks are have their own role and sometimes inbound links are considered beneficial. Briefly discuss the relative importance of backlinks.
(CO2) [Knowledge]
5. Ranking the website is an important role associated with search engine. Briefly discuss the factors influencing on Ranking the website
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Keyword Research is the first and the most important step in a SEO Process. Keywords or key phrases are the search terms someone types into a search engine, when they are looking for certain information. People are constantly using keywords whether they are in search of a specific product or just browsing to conduct personal research. Distinguish between the Offline and Online Keyword Research methods. Identify a few online Keyword Research Tools.
(CO1) [Comprehension]

7. Nursing homes are in high demand in the market, with an increasing number of elderly individuals living alone as more people work away from home. Consider yourself as a Nursing Facility service center, for which you are the digital marketer. Create an optimized Meta description and Heading TAG using best SEO practices for your organization, which delivers door-to-door Nursing Facility services.
(CO1) [Comprehension]
8. Google Search Engine SERP page display two type of results. This result includes Organic results and Sponsored results. Organic Search results offer more credibility to users than sponsored ads. Briefly discuss WHITE HAT strategies of SEO
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. Imagine yourself to be web developer for MBA Education Institute. 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 OPTIMISATION PROCESS for the education institute.
(CO1) [Application]
10. SINCHANA sells cold-pressed virgin coconut oil and other cooking oils which are organic in nature. She started an online store and wants to do SEO for her website. She started a website with the URL <http://www.sinchana.co.in>. Search Engines have become the default entry point to the internet. Whoever controls the door to the internet, controls the internet. Steps in the Search Engine working process includes the three important steps - Crawling, Indexing and Ranking. The bots / web spiders crawl the websites continuously. The Internet has become a wide pool of information where users dive to try and find relevant pages while webmasters fight for the visibility of their sites. In this two-sided universe, search engines are a third party, acting as intermediaries, connecting (hopefully) users to the web pages containing the information they search for. SINCHANA wants to optimize the page that sells cooking oils, so she's looking into URL, titles and Meta tags, headings, and improving her copy. But she is confused, as to whether she should be doing On-Page or Off-Page SEO. Distinguish between 'On Page SEO' and 'Off Page SEO' and explain which of them suits well for the business of SINCHANA. Prepare an On-Page and Off-Page Strategy for the business run by SINCHANA. Apply the best practices of SEO and choose suitable elements to help SINCHANA's website appear on the natural organic results.
(CO2) [Application]