

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET-A**

**SCHOOL OF ENGINEERING  
END TERM EXAMINATION –MAY/JUNE 2024**

**Semester :** Semester VI - B.Tech CSE - 2021

**Course Code :** CSE3123

**Course Name :** Search engine Optimization

**Program :** B.Tech. Computer Science and  
Engineering

**Date :** JUNE 06-2024

**Time :** 01:00 PM -04:00 PM

**Max Marks :**100

**Weightage :** 50%

- Note:**
1. Answer ALL 5 FULL Questions.
  2. Each Full Question carries 20 Marks
  3. Scientific and non-programmable calculator are permitted.
  4. Do not write any information on the question paper other than Roll Number.

- |           |  |       |            |
|-----------|--|-------|------------|
| 1.a.      | Discuss techniques used in SEO. [Knowledge]  | (C01) | (04 Marks) |
| 1.b.      | Discuss ways to report spam and the ways Google can submit spam report. [Comprehension]              | (C01) | (06 Marks) |
| 1.c.      | Summarize working of search engines. [Application]   | (C01) | (10 Marks) |
| <b>OR</b> |  |       |            |
| 2.a.      | Discuss paid results. [Knowledge]  | (C01) | (04 Marks) |
| 2.b.      | Generalize spamdexing. [Comprehension]   | (C01) | (06 Marks) |
| 2.c.      | Discuss various types of spam.[Application]  | (C01) | (10 Marks) |
| 3.a.      | Describe absolute link and relative links. [Knowledge]   | (C02) | (04 Marks) |
| 3.b.      | Summarize decisions to be made to maximize effectiveness of title tags in HTML page. [Comprehension] | (C02) | (06 Marks) |
| 3.c.      | Illustrate types of content for the site. [Application]  | (C02) | (10 Marks) |
| <b>OR</b> |  |       |            |
| 4.a.      | Describe purpose of ranking monitor. [Knowledge]   | (C02) | (04 Marks) |
| 4.b.      | Summarize footer navigation in web page. [Comprehension]   | (C02) | (06 Marks) |
| 4.c.      | Illustrate steps to make your site mobile-friendly [Application]                                     | (C02) | (10 Marks) |
| 5.a.      | Describe Social Media Optimization. [Knowledge]  | (C03) | (04 Marks) |

5.b.	Discuss Apache server [Comprehension]	(C03)	(06 Marks)
5.c.	Discuss the different types of crawl errors. [Application]	(C03)	(10 Marks)
<b>OR</b>			
6.a.	Describe types of links. [Knowledge]	(C03)	(04 Marks)
6.b.	Discuss Microsoft IIS server. [Comprehension]	(C03)	(06 Marks)
6.c.	Discuss Check Server tool [Application]	(C03)	(10 Marks)
7.a	Describe Technical SEO. [Knowledge]	(C04)	(04 Marks)
7.b.	Discuss crawl errors. [Comprehension]	(C04)	(06 Marks)
7.c	Interpret SEO best minded practices to handle secure servers. [Application]	(C04)	(10 Marks)
<b>OR</b>			
8.a	Discuss very-specific URL errors. [Knowledge]	(C04)	(04 Marks)
8.b.	Distinguish between On-page and Off-page SEO. [Comprehension]	(C04)	(06 Marks)
8.c	Discuss the benefits of implementing site search. [Application]	(C04)	(10 Marks)
9.a	Discuss conversion goal match types. [Knowledge]	(C05)	(04 Marks)
9.b	Discuss conversion goals. [Comprehension]	(C05)	(06 Marks)
9.c	Discuss A/B testing. [Application]	(C05)	(10 Marks)
<b>OR</b>			
10.a	Demonstrate the way Google Analytics excludes traffic from a particular domain. [Knowledge]	(C05)	(04 Marks)
10.b	Discuss Keyword discovery tool. [Comprehension]	(C05)	(06 Marks)
10.c	Discuss Google Analytics. [Application]	(C05)	(10 Marks)