UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination, December 2021

Program: MBA Digital Business
Subject/Course: Search Engine Optimization
Course Code: DIGM 8005

Semester: 3
Duration: 03 Hours
Max. Marks: 100

Q.No	Section A (Type the answers in the text box)	10QX2M=20 Marks	COs
1	Google prefers that mobile websites are configured using _____	2	1
2	When a user starts typing in the search box, the Google _____ function gives you a list of options to complete your search.	2	1
3	Which of the following is not a Search Engine? a. Yahoo b. DuckDuckGo c. Yandex d. Opera	2	1
4	By dividing the number of impressions of a webpage by the number of clicks we get the metric called _____	2	1
5	What is considered as more significant, creating content or building backlinks? a. Creating Content b. Building Backlinks c. Both	2	1
6	_____ is a black hat SEO method which increases the number of keyword density to a far higher range in order to rank for potential keywords.	2	1
7	The most important area to include your keywords are, a. Page title b. Body text c. Meta Description d. All the above	2	1
8	Web _____ is the process where search engine bots go through websites for indexing.	2	1
9	_____ keywords are phrases which have more than 4 words and very specific in nature.	2	1
10	_____ is the percentage of times a keyword or phrase appears on a specific web page.	2	1
Q.No	Section B (Scan & Upload)	4QX5M=20 Marks	COs
1	What is robots.txt?	5	1

2	What are all the popular SEO tools available in the market?	5	2
3	How do you use social media marketing for SEO?	5	2
4	What is PageRank and why does it matter?	5	2
Q.No	**Section C** **(Scan & Upload)**	**3QX10M=30 Marks**	**COs**
1	Distinguish between Domain Authority (DA) and Page Authority (PA)	10	1
2	Discuss the importance of SEO to businesses?	10	1
3	Explain Spiders, Robots & Crawlers **OR** Discuss SERP? Differentiate between organic and paid results.	10	2
Q.No	**Section D** **(Scan & Upload)**	**2QX15M=30 Marks**	**COs**
1	What are some famous Black Hat SEO techniques? **OR** What is the relationship between SEO and SEM?	15	3
2	How do you evaluate web analytics to measure SEO performance?	15	3