

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Search Engine Optimization

Program: Bachelor of Business Administration DM

Course Code: DSIT2009

Semester: 5th

Time: 03 Hrs.

Max. Marks: 100

Instructions: Attempt all sections.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q.1	For SEO site content should have? A. Meta descriptions B. Title tags C. Both A and B D. None of the above	2	CO1
Q.2	Which of the following tactics can harm your search rankings? A. Adding navigation links to your pages template B. Using text that is the same color as your pages background C. Linking to your site from other websites D. None of the above	2	CO1
Q.3	Anchor text is..... A. It is the main body of text on a particular web page B. The text within the left or top panel of a web page C. It is the visible text that is hyperlinked to another page D. It is the most prominent text on the page that the search engines use to assign a title to the page	2	CO1
Q.4	HTTP server response code..... indicates a file no longer exists (File Not Found) A. 401 B. 301 C. 500 D. 404	2	CO1
Q.5helps to what could be done to improve the website ranking in search engine A. Ranking B. SEO Audit C. Robots file D. None of theses	2	CO1
Q.6	Google Adwords is..... A. Promoting website B. Links from site with non-relevant content C. Online keyword planner tool D. Headings tag	2	CO1
Q.7	The generally accepted difference between SEO and SEM is..... A. SEO focus on organic/natural research ranking, SEM encompasses all aspects of search marketing B. SEO cover unpaid and SEM only cover paid tactics C. No difference they are same D. None of the above	2	CO1
Q.8	Key metrics is/are used by search engines..... A. Links B. Content C. Page Structure D. All of the above	2	CO1

Q.9following comes under the White Hat SEO technique A. Good Content B. Ease of Navigation C. Site Performance D. All of the above	2	CO1
Q.10	One of the important ranking factor is A. Website load speed B. Website name C. Website address D. None of the above	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q.11	Explain White Hat tactics for search engine optimization.	5	CO2
Q.12	Describe different techniques to reduce load time of a website.	5	CO2
Q.13	Difference between social bookmarking and directory submission.	5	CO3
Q.14	List all the major difference between Google search console and Google analytics.	5	CO4
SECTION-C 3Qx10M=30 Marks			
Q.15	Discuss optimization of images and explain the importance of alt text in image SEO.	10	CO3
Q.16	Define meta tags and discuss any three meta description tags used for achieving high page rank.	10	CO3
Q.17	Analyze and discuss the working of Google RankBrain algorithm. OR Explain in detail the benefits of deploying an effective SEO strategy in companies.	10	CO2
SECTION-D 2Qx15M= 30 Marks			
Q.18	Define keyword research and analysis. Discuss the need of keyword research and list the steps to conduct your research for SEO strategy.	15	CO2
Q.19	Draw the architecture of search engine and discuss the process of crawling, indexing, and ranking. OR Discuss main steps to optimize the URL naming, broken links, and cross linking.	15	CO4