UPES

End Semester Examination, December 2024

Course: Search Engine Optimization   Semester   : V
Program: BBA_DB   Time   : 03 hrs.
Course Code: DSIT3010_3   Max. Marks: 100

Instructions:
1. **All questions must be answered except for Questions 17 and 19.**
2. **For Questions 17 and 19, choose one option each:**
   Question 17: Answer either 17a or 17b.
   Question 19: Answer either 19a or 19b.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	Which of the following is **NOT** a function of SEO? a) Improves visibility of the site. b) Improves word-of-mouth of the site. c) Improves rankings of the site. d) Improves product quality.	**2**	**CO1**
Q2	Which one of the following is **NOT** a pillar of SEO? a) Technical Optimization. b) On-page Optimization c) Social media Optimization d) Off-page Optimization	**2**	**CO1**
Q3	Why is SEO important for businesses? a) A sustainable method for improving visibility and rankings. b) An organic way of improving visibility. c) An inorganic way of improving visibility. d) Both a) and b)	**2**	**CO1**
Q4	What is a SERP? a) Search Engine Result Page b) Search Engine Ranking Page c) Search Engine Resource Page d) Search Engine Review Page	**2**	**CO1**
Q5	What does indexing refer to in the context of search engines? a) The process of ranking web pages	**2**	**CO2**

	b) The process of storing and organizing web page data for retrieval c) The process of optimizing web pages for speed d) The process of generating backlinks		
Q6	What is the role of backlinks in SEO? a) They decrease page speed. b) They are links from other websites that point to your site, indicating trust and authority. c) They are internal links within your website. d) They are paid advertisements on search engines.	**2**	**CO3**
Q7	How do search engines primarily determine a webpage's relevance to a user's query? a) By the number of images on the page b) By analyzing the content and keywords used on the page c) By checking the website's color scheme d) By assessing the website's loading speed	**2**	**CO2**
Q8	What is an example of off-page SEO? a) Optimizing title tags on your website b) Writing blog posts on your site c) Guest blogging or social media promotions. d) Improving the internal linking structure	**2**	**CO3**
Q9	What is the primary purpose of keywords in SEO? a) To increase website loading speed b) To improve website design c) To help search engines understand the content of a webpage d) To enhance social media presence	**2**	**CO2**
Q10	Which technique is considered 'white-hat' SEO? a) Keyword stuffing b) Buying backlinks c) Creating quality content for users d) Cloaking	**2**	**CO4**
SECTION B **4Qx5M= 20 Marks**			
Q11	Compare and contrast the concepts of white-hat and black-hat SEO.	**5**	**CO4**
Q12	Explain the concept of keywords in SEO. Why is keyword research necessary, and how does it differ from long-tail keywords and search queries?	**5**	**CO2**
Q13	What is technical SEO? List some common technical SEO practices.	**5**	**CO3**
Q14	What is E-E-A-T in SEO, and why is it important?	**5**	**CO3**
SECTION-C **3Qx10M=30 Marks**			

Q15	Explain how a search engine works.	10	CO2
Q16	State and describe a business's different links (inbound, outbound, and internal). Also, determine their importance for a business.	10	CO3
Q17a	State and describe the purpose of RankBrain in Google.		
	(Or)	10	CO4
Q17b	State and describe the purpose of the latest Google search algorithms.		

SECTION-D
2Qx15M= 30 Marks

| Case | EcoHome Essentials is a B2C e-commerce platform specializing in eco-friendly home products, including kitchenware, cleaning supplies, personal care items, and home décor. The company aims to promote sustainable living by offering diverse products catering to environmentally conscious consumers.

With multiple product categories, EcoHome Essentials struggled to create a cohesive SEO strategy that effectively addressed the unique challenges of each product line. This resulted in mixed messaging and diluted keyword targeting. Identifying the right keywords for various products was challenging due to the high competition in the eco-friendly niche. The company found it difficult to rank for broad and long-tail keywords relevant to its offerings.

Generating high-quality, engaging content that resonates with different customer segments was a significant hurdle. The website experienced slow loading times and lacked mobile optimization, negatively impacting user experience. Additionally, there were issues with structured data implementation that hindered visibility in SERPs. Building a solid backlink profile proved challenging as many potential partners hesitated to link to a relatively new brand in a competitive market.

In addition, many product pages had poorly optimized meta titles and descriptions, leading to low click-through rates (CTR). Similar product descriptions across different categories resulted in duplicate content issues, affecting overall SEO performance. A lack of strategic internal linking made it difficult for search engines to crawl the site effectively and understand the relationship between different product categories. The lack | | CO1, CO2, CO3, CO4 |

	of schema markup on product pages limited the ability to enhance search results with rich snippets. Lastly, limited social media presence hindered brand awareness and organic traffic growth. The company did not leverage social platforms effectively for content promotion. Based on the above issues, answer the following questions.		
Q18	Identify and categorize the challenges faced by the company. Which challenges are unique to this business due to multiple product lines?	**15**	**CO1, CO2, CO3, CO4**
Q19a	Propose solutions and appropriate software tools to the identified challenges. Justify your solutions in detail by showing how they will positively impact the company's SEO rankings.	**15**	
	(Or)		
Q19b	If you were the company's SEO professional, what would be your first step at the initial stages of the launch? What would you have done differently so these problems would not have happened?		