

GEETANJALI COLLEGE OF COMPUTER SCIENCE & COMMERCE (BBA)
PRELIMINARY EXAM
B.C.A./ BSC IT SEM-4

Subject : SEO
Time : 1 Hours.

Date: / /
Marks : 25

Q:1) (A) Explain Eye Tracking & Click Tracking: Natural vs. Paid. (5)

Q:1) (B) Explain Human Goals of Searching & Determining Searcher Intent. (5)

OR

Q:1) (A) Determining SEO Objectives & Setting Goals. (5)

Q:1) (B) Understanding Search Engine Results & Algorithm-Based Ranking Systems. (5)

Q:2) (A) Explain Root Domains, Subdomains, and Microsites. (5)

Q:2) (B) Explain Optimal Information Architecture. (5)

OR

Q:2) (A) Explain Controlling Content with Cookies and Session IDs. (5)

Q:2) (B) Explain Content Optimization & Duplicate Content Issues. (5)

Q:3) Explain Site Content Analysis & Keyword Research Tools. (5)

OR

Q:3) Explain Theory Behind Keyword Research & Traditional Approaches. (5)