



ADITYA DEGREE & PG COLLEGE ANDHRA PRADESH

MID-I EXAMINATIONS – FEB 2025

BBA - IV SEMESTER

(BBA DIGITAL MARKETING MINOR)

TIME: 3 Hrs

MAX MKS: 60M

DATE -10-02-2025

SEARCH ENGINE OPTIMISATION

SECTION-A

I. Answer any FIVE of the following questions:

5 X 4 = 20 M

1. Explain about importance of Average CTR.
2. How to View source code of webpage.
3. How to improve total impressions.
4. Explain about a Valid Web Page.
5. Explain about the importance of the “Excluded” status?
6. Explain about common types of Errors and their causes..
7. Explain about types of Sitemaps.
8. Explain about submitted and indexed pages.

SECTION-B

II. Answer all the following questions:

4 X 10 = 40 M

9.a) Explain about Average position.

(OR)

b) Explain about total clicks.

10. a) Explain about steps involved in URL Inspection.

(OR)

b) Explain about VIEW CRAWLED pages.

11. a) Explain about Valid with warnings status.

(OR)

b) Explain about Page Discovery.

12. a) Explain about Referring pages.

(OR)

b) Explain about submitted sitemaps.