



ADITYA DEGREE COLLEGES: AU REGION

IV SEMESTER - MID - I - EXAMINATIONS

Date:07.02.25

Course: II BBA DM

Max. Marks: 60

Time: 3 Hours

Subject: SEM RUSH

SECTION - A

I. Answer any Five questions

5X4M = 20 M

- 1.Explain the features of Sem rush.
2. explain the benefits of SeM rush.
- 3.Explain Sem rush keyword difficulty.
4. Explain how to use Semrush sensor to get serp.
5. Explain keyword ranking.
6. Explain the keyword overview options in sem rush
7. SERP ,features
8. ADD key words for tracking

SECTION -B

II. Answer the following questions

4X10M = 40M

- 9(a).Explain how to analyse search intent instantly with sem rush

(OR)

- (b). explain the ultimate keyword research checklist .

- 10(a).explain the how to use for keyword research.

(OR)

- (b). explain how to track your keywords on Google with sem rush.

- 11(a). explain how to measure search engine optimisation with the help of sem rush insights.

(OR)

- (b) explain how to track SERP anking with the SEM rush position.

- 12(a) explain how to track keywords and position ranking with Semrush. (or).

(OR)

- (b). explain the process of Semrush to access with your website.