

KAKINADA SRI ADITYA DEGREE COLLEGE

(AFFILIATED TO DR.B.R.AMBEDKAR UNIVERSITY)

BBA IV- SEMESTER,-MID-1 EXAMINATIONS FEB -2025

DATE: 14.02.2025

Time: 3 Hrs

SUBJECT: SEARCH ENGINE OPTIMISATION

Max Marks:50M

I. Answer all of the following:

3 X 10 M= 30M

1. A) write the Objectives and Goals of Search Engine Optimization.

(OR)

(B) What is View Source? How to access it and what are the benefits

2. (A) Explain about Index Coverage.

(OR)

(B) What is a Valid page in SEO. Explain about the Importance and Characteristics.

3. (A) What is Mobile Usability in SEO? Explain about the aspects and importance of Mobile Usability.

(OR)

(B) Define Logos. Explain about the types, importance and elements of it?

II. Answer FOUR of the following:

4 X 5 M= 20M

4. What is SEO.

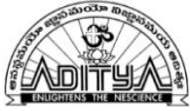
5. How to improve CTR.

6. Submitted and indexed.

7. Importance of Sitemaps.

8. Valid with Warnings.

9. Enhancements.



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