

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2022

MS3ED07 Search Engine Optimisation

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. _____ is the discovery process in which search engines send out a team of robots to find new and updated content. **1**
(a) Crawling (b) Creeping (c) Casting (d) None of these
- ii. _____ is the process of adding web pages into Google search. **1**
(a) Indexing (b) Crawling (c) Clicking (d) Click Baiting
- iii. What is Anchor Text? **1**
(a) It is the main body of text on a particular web page
(b) It is the text within the left or top panel of a web page
(c) It is the most prominent text on the page that the search engines use to assign a title to the page
(d) It is the visible text that is hyper linked to another page
- iv. SEO is all about enabling your _____ to be found. **1**
(a) iphone (b) website (c) keywords (d) location
- v. What is a backlink strategy? **1**
(a) External links arriving on my website
(b) Internal clicks in my site
(c) Hyperlinks of my site
(d) Technology behind external sources
- vi. What is page speed? **1**
(a) Refers to how fast your site loads for a user
(b) Refers to how fast your site loads for Google
(c) Refers to how fast your heading loads
(d) Refers to how fast Google crawls your page

P.T.O.

[2]

- vii. What means SEA? **1**
 (a) Search Employment Airport
 (b) Search Engine Action
 (c) Search Engine Advertising
 (d) System Emphashis Across
- viii. What are hreflang tags? **1**
 (a) To tell search engines what language and country a website is intended to serve
 (b) To indicate the preferred dialect of a language for a web page
 (c) To tell search engines what country a website is intended to serve
 (d) To tell users what language and country a website is intended to serve
- ix. Websites that work on both desktop and mobile are called: **1**
 (a) Responsive (b) Reactive
 (c) Proactive (d) None of these
- x. When researching keywords, what questions should you ask yourself? **1**
 (a) Is the keyword relevant to your website's content?
 (b) Will searchers find what they are looking for on your site when they search using these keywords?
 (c) Will this traffic result in financial rewards or other organizational goals?
 (d) All of these
- Q.2 i. Define Search Engine Optimisation. **3**
 ii. Explain Search engine results pages (SERP) in detail. What are the components of SERP? **7**
- OR iii. Define and explain the following terms in context of digital marketing: **7**
 (a) Search Engine Crawling (b) Site map
 (c) Web pages ranking
- Q.3 i. Explain in brief website optimisation. **2**
 ii. Differentiate between on-page and off-page optimization on any four different parameters. **8**
- OR iii. Write short note on web analytics. **8**

[3]

- Q.4 i. Define PPC concept in online marketing. **2**
 ii. Explain the four different types of PPC targeting options available to the marketers. **8**
- OR iii. Write short note on Campaign Management with respect to online marketing. **8**
- Q.5 i. Explain with an example why marketers need content management system. **4**
 ii. Explain in detail how content management and WordPress are related to each other. **6**
- OR iii. Define the following terms with respect to content management systems: **6**
 (a) Tagging (b) Pages and sub pages
 (c) Plug-ins and widgets
- Q.6 Attempt any two:
 i. Write short note on Search Engine Marketing (SEM). **5**
 ii. Write short note on SEO process. **5**
 iii. Write short note on "Analysis of the efficiency of SEM strategy". **5**

Marking Scheme

MS3ED07 Search Engine Optimisation

Q.1	i.	_____is the discovery process in which search engines send out a team of robots to find new and updated content.		1
	(a)	Crawling		
	ii.	_____ is the process of adding web pages into Google search.		1
	(a)	Indexing		
	iii.	What is Anchor Text?		1
	(d)	It is the visible text that is hyper linked to another page		
	iv.	SEO is all about enabling your _____to be found.		1
	(b)	website		
	v.	What is a backlink strategy?		1
	(a)	External links arriving on my website		
	vi.	What is page speed?		1
	(a)	Refers to how fast your site loads for a user		
	vii.	What means SEA?		1
	(c)	Search Engine Advertising		
	viii.	What are hreflang tags?		1
	(a)	To tell search engines what language and country a website is intended to serve		
	ix.	Websites that work on both desktop and mobile are called:		1
	(a)	Responsive		
	x.	When researching keywords, what questions should you ask yourself?		1
	(d)	All of these		
Q.2	i.	Definition of Search Engine Optimisation.		3
	ii.	Search engine results pages	2 marks	7
OR		Components of SERP	4 marks	
	iii.	Define and explain the following terms in context of digital marketing:		7
	(a)	Search Engine Crawling	3 marks	
	(b)	Site map	2 marks	
	(c)	Web pages ranking	2 marks	
Q.3	i.	Website optimisation Definition	1 mark	2
		Explanation	1 mark	

OR	ii.	Differentiate between on-page and off-page optimization on any four different parameters.		8
		2 marks for each difference	(2 marks * 4)	
	iii.	Web analytics Meaning	2 marks	8
		Significance	2 marks	
		Uses	2 marks	
		Examples	2 marks	
Q.4	i.	Definition of PPC concept in online marketing		2
	ii.	Four different types of PPC targeting options available to the marketers.		8
OR		2 marks for each type	(2 marks * 4)	
	iii.	Campaign Management		8
		Meaning, Importance, Examples, techniques used		
		2 marks for each	(2 marks * 4)	
Q.5	i.	Marketers need content management system.		4
		Any four needs I mark for each	(1 mark * 4)	
	ii.	Content management	3 marks	6
		WordPress	3 marks	
OR	iii.	(a) Tagging	2 marks	6
		(b) Pages and sub pages	2 marks	
		(c) Plug-ins and widgets	2 marks	
Q.6		Attempt any two:		
	i.	Search Engine Marketing (SEM)		5
		Meaning and features	3 marks	
		Importance	2 marks	
	ii.	SEO process	3 marks	5
		Explanation	2 marks	
	iii.	Analysis of the efficiency of SEM strategy		5
		As per the explanation		
