

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is searched using a search engine? **1**  
(a) Ambiguous information  
(b) Web pages  
(c) Web pages for specified index terms  
(d) Web pages for information using specified search terms
- ii. Search engines are used to search \_\_\_\_\_ type of information. **1**  
(a) Documents (b) Videos  
(c) Images (d) All of these
- iii. An example of an 'internet search engine' is- **1**  
(a) Windows (b) LINUX (c) Yahoo (d) MS Word
- iv. A \_\_\_\_\_ is the term used when a search engine return a Web **1**  
page that matches the search. Criteria.  
(a) Blog (b) Hit (c) Link (d) View
- v. A form of marketing communications that uses the internet for the **1**  
purpose of advertising, aiming to increase website traffic and/or  
encourage product trial, purchase, and repeat purchase activity is  
called:  
(a) Search marketing (b) E-mail marketing  
(c) Internet advertising (d) Social web marketing
- vi. \_\_\_\_\_ is the set of practices that enables organisations to **1**  
communicate and engage interactively with their audiences through  
any mobile device or network.  
(a) Mobile marketing (b) Social web marketing  
(c) Internet marketing (d) Social media marketing

[2]

- vii. Which of the following is used to retrieve the information through URL (e.g. http://XYZ.com) on the world wide web? **1**  
 (a) Web server (b) Client  
 (c) Web browser (d) Cookies
- viii. Search engine which takes input from a user and simultaneously send out queries to third party search engines for results, is: **1**  
 (a) Advance search engine (b) Meta search engine  
 (c) Search tool (d) Boolean search engine
- ix. An advertising model in which advertisers bid on keywords or phrases relevant to their target market, with sponsored/paid search engine listings to drive traffic to a website is called: **1**  
 (a) Search Engine Optimisation (SEO)  
 (b) Contextual advertising  
 (c) Digital Asset Optimisation (DAO)  
 (d) Pay Per Click (PPC)
- x. \_\_\_\_\_ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service. **1**  
 (a) Pay Per Click (PPC)  
 (b) Digital Asset Optimisation (DAO)  
 (c) Social Media Marketing (SMM)  
 (d) Search Engine Optimisation (SEO)
- Q.2 i. Define search engine. **2**  
 ii. Explain the working of search engine. **3**  
 iii. Explain processing, indexing and ranking in search engine. **5**  
 OR iv. Explain SERP. What are its features? **5**
- Q.3 i. Explain website analysis. **2**  
 ii. Explain website optimization and image optimization in detail. **8**  
 OR iii. Explain on page optimization and off page optimization in detail. **8**
- Q.4 i. Define search engine marketing. **3**  
 ii. Explain mobile advertising and video advertising in detail. **7**

[3]

- OR iii. Explain buying funnel and PPC targeting in detail. **7**
- Q.5 i. What do you understand by WordPress? Explain its importance. **4**  
 ii. Explain Plugins and Widgets with examples. **6**  
 OR iii. Explain default settings in detail. **6**
- Q.6 Attempt any two:  
 i. Explain monitoring SEO process in detail. **5**  
 ii. Explain analysis of the efficiency of SEM strategy in detail. **5**  
 iii. How would you prepare SEO reports. **5**

\*\*\*\*\*

# Marking Scheme

## MS3ED07 (T) Search Engine Optimisation

Q.1	i)	D	1
	ii)	D	1
	iii)	C	1
	iv)	C	1
	v)	C	1
	vi)	A	1
	vii)	C	1
	viii)	B	1
	ix)	D	1
	x)	C	1
Q.2	i.	2 marks for definition	2
	ii.	3 marks for explanation	3
	iii.	1.5 marks each for Processing, Indexing and 2 marks for Ranking	5
OR	iv.	SERP meaning: 1.5, Features: 2, Examples 1.5	5
Q.3	i.	2 marks for explanation	2
	ii.	4 marks each <b>As per explanation</b>	8
OR	iii.	4 marks each <b>As per explanation</b>	8
Q.4	i.	3 marks for definition.	3
	ii.	3.5 marks each. <b>As per explanation</b>	7
OR	iii.	3.5 marks each. <b>As per explanation</b>	7
Q.5	i.	2 marks each. <b>As per explanation</b>	4
	ii.	3 marks each. <b>As per explanation</b>	6
OR	iii.	1 mark for each setting. <b>As per explanation</b>	6
Q.6			
	i.	5 marks for explanation.	5
	ii.	5 marks for explanation.	5
	iii.	5 marks for explanation.	5

\*\*\*\*\*