<table>
<tr><td>Name:

Enrolment No:</td><td>UPES
UNIVERSITY OF TOMORROW</td></tr>
</table>

UPES
End Examination, April-May 2024

Course :Technology of E-Business

Program: B.Com Hons (Econ) B1 & B2

Course Code: DSIT 2004P

Semester: 4th

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. N..		Marks	CO
Q 1			
i.	What does SEO stand for? a) Search Engine Optimization b) Search Engine Operation c) Search Engine Organization d) Search Engine Observation	**2 Marks**	**CO1**
ii.	Which of the following is not a major search engine? a) Google b) Bing c) Yahoo d) Twitter	**2 Marks**	**CO1**
iii.	How can businesses utilize search engines for their benefit? a) By ignoring search engine optimization b) By paying for ad placements only c) By optimizing their websites for better search visibility d) By avoiding online presence altogether	**2 Marks**	**CO1**
iv.	Which of the following is NOT a factor that affects SEO? a) Website speed b) Backlink quality c) Social media popularity d) Website color scheme	**2 Marks**	**CO1**
v.	What is SEO juice? a) A type of energy drink for website developers b) The term used to describe the collective impact of various SEO factors on a website's search engine ranking c) A tool used to analyze website traffic d) A marketing strategy for e-commerce websites	**2 Marks**	**CO1**
vi.	Which of the following is NOT an optimization factor for a website with respect to search engine optimization? a) Relevant keywords b) Mobile-friendliness	**2 Marks**	**CO1**

	c) Length of domain name d) High-quality content		
vii.	Which of the following is NOT a starting point for SEO? a) Creating a website b) Conducting keyword research c) Implementing meta tags d) Developing social media profiles	**2 Marks**	**CO1**
viii.	What role do backlinks play in SEO? a) They have no impact on SEO b) They help to improve website credibility and authority c) They slow down website loading speed d) They decrease website visibility on search engines	**2 Marks**	**CO1**
ix.	What is the significance of meta tags in SEO? a) They have no impact on website ranking b) They provide additional security to the website c) They help search engines understand the content of web pages d) They slow down website loading speed	**2 Marks**	**CO1**
x.	Which of the following factors is crucial for on-page SEO optimization? a) Number of Facebook likes b) Website URL structure c) Twitter follower count d) Instagram post frequency	**2 Marks**	**CO1**
**SECTION B** **4Qx5M= 20 Marks**
Q 2	What are meta tags primarily used for in on-page SEO?	**5 Marks**	**CO2**
Q 3	What is the purpose of SEO audit methodology?	**5 Marks**	**CO2**
Q 4	How do image tags contribute to on-page SEO?	**5 Marks**	**CO2**
Q 5	Why is load time important for on-page SEO?	**5 Marks**	**CO2**
**SECTION-C** **3Qx10M=30 Marks**
Q.6	Describe the basic working process of a search engine and why Search engine optimization is important for brand promotions ?	**10 Marks**	**CO3**
Q.7	What is the purpose of meta tags in HTML, and how do they influence search engine optimization	**10 Marks**	**CO3**
Q.8	Explain the concept of the HTML to text ratio in on-page SEO optimization. Discuss its significance in ensuring a balanced ratio of HTML tags to textual content for better search engine visibility and indexing.	**10 Marks**	**CO3**
**SECTION-D** **2Qx15M= 30 Marks**
Q.9	Explain the role of anchor text and cross-linking in on-page SEO optimization. Discuss how anchor text enhances internal linking and	**15 Marks**	**CO4**

	navigation structure, and how cross-linking improves website credibility and search engine visibility.		
Q.10	Describe the Rank Brain Algorithm introduced by Google and its role in on-page SEO optimization. Discuss how it utilizes artificial intelligence to understand search queries and deliver more relevant search results.	**15 Marks**	**CO4**