UPES

UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Search Engine Optimization   **Semester: V**
Program: BBA(DM)   **Time 03 hrs.**
Course Code: DSIT-2009   **Max. Marks: 100**

Instructions: Attempt all questions.

SECTION A
(10*2=20marks)

S. No.		Marks	CO
Q 1	Define SEO juice with its importance?	2	CO1
Q 2	What are the optimization factors for a website w.r.t Search Engine?	2	CO2
Q 3	Define Web analytics?	2	CO3
Q 4	Define Rank brain algorithm?	2	CO3
Q 5	Define PageRank?	2	CO2
Q 6	Define indexing process ?	2	CO2
Q 7	Elaborate on the search engine algorithm?	2	CO3
Q 8	Define good SEO?	2	CO1
Q 9	Define Meta tags and anchor text?	2	CO2
Q 10	Define Robots and sitemap files?	2	CO2

SECTION B
(4*5=20marks)

Q 6	How do you approach keyword research and analysis?	5	CO3
Q 7	Discuss link building and backlinks. Explain why does it matter?	5	CO2
Q 8	Differentiate between on-page and off-page SEO with examples?	5	CO2
Q 9	Explain in detail the crawling process with proper illustrations?	5	CO4

SECTION-C
(3*10=30 marks)

Q 10	Suppose you are planning to develop your own website with high rankings on search engine. In such a scenario, what will be the role of digital assets. How you will plan the ORM?	10	CO4
Q 11	Discuss linking website with datacenter and how to gain visibility in search engine?	10	CO3
Q 12	Explain SEO web rich content and discuss the important aspects of this?	10	CO4

SECTION-D
(2*15=30 marks)

Q 13	Consider the scenario of creating your own search engine. How can your optimize your search engine. Apply the concept of link building, bookmarking and directory submission?	15	CO4
Q 14	Consider the Q 13 scenario and discuss the role of social signals with respect to your own search engine. How you will map it for your own business optimization.	15	CO3