

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Search Engine Optimization

Semester: V

Programme: BBA –Digital Marketing CC BBCT 175

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

| S. No. | | Marks | CO |
|--------|---|-------|------|
| Q 1 | Pick the odd one out Crawler Bots Robots Spiders | 1 | CO1, |
| Q 2 | Which of the following is not related to Sitemap.XML of a Website? Server of the Website User Navigation Fetching and Rendering Webmaster | 1 | CO1, |
| Q 3 | Rank Brain is important for? Content URL Guidelines Keywords | 1 | CO1, |
| Q 4 | Which is not even? G+ Account My Business Social Signals Maps | 1 | CO1, |
| Q 5 | Very first Update of Penguin was in? February 2011 April 2012 March 2013 October 2015 | 1 | CO1, |
| Q 6 | The process of storing website into Google's server is? Fetching Crawling Rendering Scanning | 1 | CO1, |
| Q 7 | In which of the following Places does Google store the data of all the websites? Nexus Data Center | 1 | CO1, |

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| | Satellite Cloud | | |
| Q 8 | Which of the following is not a Webmaster's work? Implementing AMP Showing Index Status Creating Sitemap Implementing Structured Data | 1 | CO1, |
| Q 9 | Strongest Social Signal is Follow and Subscribe Like and +1 Share and Re-Tweets Comments and Tags | 1 | CO1, |
| Q 10 | Which one of the following is not an Owned Media Principal? Measurable Searchable Credible Portable | 1 | CO1, |
| Q 11 | AMP stands for? | 1 | CO1, |
| Q 12 | Most important social media in terms of SEO is? | 1 | CO1, |
| Q 13 | A set of mathematical rules which determine the ranking in SERP is called? | 1 | CO1, |
| Q 14 | The reason that Google recommends only 60 characters for the title of a website is? | 1 | CO1, |
| Q 15 | What is the name of the tool which is used to store website in Google's Database? | 1 | CO1, |
| Q 16 | Figuring out the current status of SEO for a website is called? | 1 | CO1, |
| Q 17 | What is the Google command to check the total number of Pages Indexed in SE? | 1 | CO1, |
| Q 18 | Where do we get notification for violation of Google's rule? | 1 | CO1, |
| Q 19 | The syntax (example for actual code) to place a Robots.txt file for a website is? | 1 | CO1, |
| Q 20 | What is HTTPS://? | 1 | CO1, |
| SECTION B | | | |
| Q 1 | What is Off Page Optimization? | 5 | CO2 |
| Q 2 | Explain Do Follow and No Follow Links. | 5 | CO2 |
| Q 3 | Explain Social Signals. | 5 | CO2 |
| Q 4 | Explain the importance for Content of Website and role of Search Appearance in terms of SEO. | 5 | CO2 |
| SECTION-C | | | |
| Q 1 | Explain the Panda, Penguin, Hummingbird and Rank Brain Algorithms with how to keep website safe from each one of them. | 15 | CO2 |
| Q 2 | What is Google local listing? Explain Google my Business with how to manage them. | 15 | CO2 |
| SECTION-D | | | |

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| Q 1 | Explain the following in terms of Off Page SEO: a) Social Bookmarking b) Article Submission c) Directory Submission d) Blog – Creation, Customization, Commenting and Promotion e) Digital Assets and ORM f) White Hat, Grey Hat and Black Hat techniques | 30 | CO1, CO2, CO3, CO4, CO5, CO6 |
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SECTION A

| S. No. | | Marks | CO |
|--------|---|-------|-----|
| Q 1 | Content marketing helps with SEO Brand Building Social Media All of the above | 1 | CO1 |
| Q 2 | Which is not a benefit of creating a content rich landing page? Rank high in search engines for a keyword phrase Higher leads and sales High social signals Quality Score for AdWords | 1 | CO1 |
| Q 3 | Which process is used to crawl the website in SEO Rendering Indexing Fetching Storing | 1 | CO1 |
| Q 4 | Which of the following is the best kind of Content? Paid Owned Earned Rented | 1 | CO1 |
| Q 5 | What Google search engine is always looking for Keywords Tag Relevant Content Alt Attributes Good Domains | 1 | CO1 |
| Q 6 | Which of the following is most important for Google in SEO? Keyword Density Website Size Relevancy Text to HTML ratio | 1 | CO1 |
| Q 7 | Which of the following tools are used to do SEO? Google My Business Only Google AdWords Only | 1 | CO1 |

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|------------------|---|----|-----|
| | Google Search Console Google Client Center | | |
| Q 8 | Which of the following is not an off-page characteristic? My business Social Bookmarking Internal Links Directory Submissions | 1 | CO1 |
| Q 9 | Strongest Social Signal is Follow and Subscribe Like and +1 Share and Re-Tweets Comments and Tags | 1 | CO1 |
| Q 10 | AdWords doesn't give me? Keyword search volume Keyword bidding price Negative Keywords Who is searching Keywords | 1 | CO1 |
| Q 11 | The Title and headline are one of the most important elements of SEO (True or False)? | 1 | CO1 |
| Q 12 | Name a tool to do keyword research? | 1 | CO1 |
| Q 13 | What is the first thing crawlers seek when they visit a server? | 1 | CO1 |
| Q 14 | When I'm using Internal and External links in my website then it is called _____? | 1 | CO1 |
| Q 15 | When a search engine is recommended by social media about a website (business) then it's called? | 1 | CO1 |
| Q 16 | If I am creating keyword rich content for my blog/ website, I am optimizing it for? | 1 | CO1 |
| Q 17 | Name an update from Google. | 1 | CO1 |
| Q 18 | What is the other name for Webmaster tool? | 1 | CO1 |
| Q 19 | Twitter helps Google to _____ in SEO. | 1 | CO1 |
| Q 20 | The results that comes when we hit search button on Google is called _____? | 1 | CO1 |
| SECTION B | | | |
| Q 1 | What is Social Signal? What it can do. | 5 | CO1 |
| Q 2 | What is ROBOTS.TXT and SITEMAP? Explain. | 5 | CO2 |
| Q 3 | List and define Google Upates. | 5 | CO1 |
| Q 4 | Define: Impression, Interaction, Reach, Engagement and Conversion. | 5 | CO1 |
| SECTION-C | | | |
| Q 1 | What is Off Page Optimization? Explain framework for Backlink along with diagrams. | 15 | CO3 |
| Q 2 | What is "On Page Optimization"? Explain Each Point in detail. | 15 | CO2 |
| SECTION-D | | | |

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|-----|---|----|---|
| Q 1 | Explain the following: a) Search, Search Engine, SEO b) How a Search Happen c) What is SEO Audit d) URL and Domains in SEO e) Tracking and SEO tools | 30 | CO1, CO2, CO3, CO4, CO5, CO6 |
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