



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(DM)-2022

Course Name – Search Engine Optimization-I

Course Code - BBADMD501

(Semester V)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700123

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select what does SEO stand for.
 - a) Search Engine Optimization
 - b) Social Engagement Optimization
 - c) Search Efficiency Optimization
 - d) Social Engine Optimization
- (ii) Select which of the following is a key goal of SEO.
 - a) Reducing website traffic
 - b) Increasing organic search engine rankings
 - c) Decreasing social media followers
 - d) Lowering website bounce rate
- (iii) Identify which is not a type of SEO.
 - a) On-Page SEO
 - b) Technical SEO
 - c) Screen adaptation
 - d) Off-Page SEO
- (iv) Identify which tag is most important for SEO.
 - a) header
 - b) title
 - c) div
 - d) footer
- (v) Select which of these is a common Off-Page SEO activity.
 - a) Using meta tags
 - b) Writing internal links
 - c) Acquiring backlinks
 - d) Optimizing page speed
- (vi) Identify what is a meta description.
 - a) A brief description of an image
 - b) The file size of a webpage
 - c) A short summary of a webpage displayed in search results
 - d) The URL of a webpage
- (vii) Choose what does a sitemap help with in SEO.
 - a) Helps search engines index the website properly
 - b) Increases the website's loading time

- c) Reduces the bounce rate
d) Tracks website visitors
- (viii) Identify which of the following is a benefit of SEO.
a) Instant website ranking
b) Long-term organic traffic
c) Guaranteed first position in search results
d) Higher bounce rate
- (ix) Select the search engine that was the first to use a web crawler for indexing web pages.
a) Yahoo
b) WebCrawler
c) Google
d) AltaVista
- (x) Identify the search engine co-founded by Larry Page and Sergey Brin in 1998, which became the world's most popular search engine.
a) Bing
b) Yahoo
c) Google
d) Ask Jeeves
- (xi) Choose the search engine that was rebranded as "Bing" by Microsoft in 2009.
a) MSN Search
b) Yahoo
c) AOL
d) Excite
- (xii) Choose the technology that allowed search engines to crawl and index websites more efficiently in the early 2000s.
a) Web crawlers
b) Artificial Intelligence
c) Sitemap protocol
d) Manual indexing
- (xiii) Choose what is a backlink in SEO terms.
a) A link from another website to yours
b) A link within your own website
c) A broken link on your website
d) A link you deleted from your website
- (xiv) Choose the role of a "meta title" in SEO.
a) It's the URL of a webpage
b) It's the main heading on a webpage
c) It's the title displayed in search engine results
d) It's the content of the page
- (xv) Choose the most important factor for improving local SEO.
a) Having a fast-loading website
b) Using relevant hashtags
c) Optimizing your Google My Business profile
d) Adding social media sharing buttons

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the difference between organic and paid search results. (3)
3. State the role of backlinks in SEO. (3)
4. Discuss about the importance of title tags in On-Page SEO. (3)
5. Determine the importance of keyword research in SEO. (3)
6. Illustrate the impact of broken links on website SEO. (3)

OR

Analyze the role of HTTPS in website security and SEO. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the role of meta tags in SEO. (5)
8. Define SERP. (5)
9. Classify different content formats for on-page SEO. (5)
10. Justify the need for optimizing URLs in on-page SEO. (5)
11. Justify the importance of mobile optimization in on-page SEO. (5)

12. Assess the importance of website architecture in SEO.

OR

Assess the role of internal linking in website architecture.

(5)
