BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-Hons-2023
Course Name – Search Engine Optimization
Course Code - BBD40110
(Semester IV)

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)   Identify the best approach to optimizing title tags for SEO.

    a) Use long and vague titles   b) Include relevant keywords naturally
    c) Avoid keywords to make it look natural   d) Use duplicate titles for multiple pages

(ii) Identify the factor that can negatively impact on-page SEO.

    a) Proper use of structured data   b) Slow page speed
    c) Mobile-friendly design   d) Optimized images

(iii) Cite a key difference between On-Page and Off-Page SEO.

    a) On-Page focuses on external efforts, Off-   b) On-Page deals with content and structure,
       Page is internal   Off-Page deals with backlinks and external
                                                           signals

    c) Off-Page SEO includes keyword   d) Off-Page SEO is not important for ranking
       optimization

(iv) Identify a Google penalty risk in Off-Page SEO.

    a) Excessive internal linking   b) Creating high-quality content
    c) Spammy link-building techniques   d) Using HTTPS

(v)   Identify the purpose of robots.txt in SEO.

    a) To disallow search engines from crawling   b) To increase backlinks
       certain pages
    c) To track user activity   d) To boost page loading speed

(vi) Select the correct answer for what CTR stands for in SEO.

    a) Content Traffic Ratio   b) Click-Through Rate
    c) Content Title Rating   d) Crawl Through Rate

(vii) Select the most critical technical SEO element.

    a) Sitemap   b) Content length
    c) Backlink profile   d) Number of external links

(viii) Choose the platform that provides a keyword research tool called "Keyword Planner."

a) Bing   b) Yahoo
c) Google   d) DuckDuckGo
(ix) Select the type of link building that happens naturally without direct effort.

a) Paid links   b) Organic links
c) Reciprocal links   d) Internal links

(x) Select the correct tool to analyze backlinks.

a) Google Analytics   b) Ahrefs
c) Moz   d) Both 2 and 3

(xi) Choose the main purpose of backlinks in SEO.

a) Increase website traffic   b) Improve search rankings
c) Lower bounce rate   d) Enhance social media engagement

(xii) Identify the term for making a website more search engine-friendly.

a) PPC   b) SEM
c) SEO   d) SMM

(xiii) Choose the tag that affects SEO rankings the most.

a) < h1 > tags   b) < img > tags
c) < a > tags   d) < div > tags

(xiv) Choose the tool best known for keyword research.

a) Yoast SEO   b) HubSpot
c) SEMrush   d) Slack

(xv) Choose the best tool for identifying on-page SEO issues.

a) Ahrefs   b) Google Search Console
c) LinkedIn Analytics   d) Microsoft Excel

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Discuss the importance of On-Page SEO for website ranking.   (3)
3. Interpret the role of structured data (schema markup) in On-Page SEO.   (3)
4. Explain the influence of page speed on On-Page SEO.   (3)
5. Describe the importance of keyword research in SEO.   (3)
6. Illustrate the benefits of guest blogging for link building and SEO.   (3)
OR
Illustrate how on-page SEO factors affect search engine rankings.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. State the role of user intent in SEO content marketing.   (5)
8. Illustrate the role of header tags (H1, H2, H3) in SEO.   (5)
9. Illustrate how user experience (UX) influences SEO.   (5)
10. State how keyword research tools help in identifying opportunities for SEO optimization.   (5)
11. Explain how SEO and content marketing work together to drive organic traffic.   (5)
12. Summarize the significance of keyword density in On-page SEO.   (5)
OR
Summarize the impact of local citations on off-page SEO performance.   (5)

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