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LIBRARY

Brainware University  
Barasat, Kolkata -700125**BRAINWARE UNIVERSITY****Term End Examination 2024-2025****Programme – BBA(DM)-2022****Course Name – Search Engine Optimization- II****Course Code - BBADMD601****( Semester VI )****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) Cite a search engine guideline for link building.
  - a) Build links from as many sites as possible
  - b) Always use exact-match anchor text
  - c) Avoid link schemes
  - d) Focus on paid backlinks
- (ii) Choose the appropriate metric to evaluate the quality of a backlink.
  - a) Page Load Speed
  - b) Domain Authority (DA)
  - c) Bounce Rate
  - d) Meta Description
- (iii) Identify the factor that affects SEO rankings based on user behavior.
  - a) Content length
  - b) User engagement metrics
  - c) Keyword usage
  - d) Alt tags
- (iv) Select the primary purpose of a robots.txt file.
  - a) To block all search engine crawlers
  - b) To increase website speed
  - c) To instruct search engine crawlers on which pages to crawl and index
  - d) To store all meta tags
- (v) Select the most important factor for improving SEO ranking.
  - a) Backlinks
  - b) Social Media Shares
  - c) Website Traffic
  - d) Paid Ads
- (vi) Identify the optimal length for a meta title.
  - a) 10-20 characters
  - b) 30-40 characters
  - c) 50-60 characters
  - d) 80-100 characters
- (vii) Cite the effect of HTTPS on SEO.
  - a) Improves rankings
  - b) Decreases rankings
  - c) No impact on rankings
  - d) Causes page errors
- (viii) Cite the term used when you acquire a link by paying for it.
  - a) Black hat SEO
  - b) Organic SEO
  - c) Paid link
  - d) Guest post link
- (ix) Cite the most important metric to check in a backlink audit.

- a) Total Traffic
- c) Domain Authority
- (x) Choose the correct description of "keyword stuffing."
- a) Using a variety of keywords
- c) Proper keyword placement
- (xi) Choose the correct definition of content marketing.
- a) Posting frequent ads
- c) Sending promotional emails
- (xii) Choose the tool best known for keyword research.
- a) Yoast SEO
- c) SEMrush
- (xiii) Cite a reason why mobile optimization is crucial for SEO.
- a) Mobile users prefer longer load times
- c) Desktop users are irrelevant now
- (xiv) Select the primary purpose of SEO article submission.
- a) To generate brand awareness
- c) To drive social media engagement
- (xv) Identify the best platform for article submission in terms of domain authority.
- a) Medium
- c) Quora
- b) Number of Indexed Pages
- d) Conversion Rate
- b) Adding too many irrelevant keywords
- d) Using long-tail keywords
- b) Sharing relevant, valuable content
- d) Using paid influencers
- b) HubSpot
- d) Slack
- b) Google favors mobile-friendly sites
- d) It reduces page views
- b) To increase website traffic through backlinks
- d) To enhance email marketing campaigns
- b) Blogspot
- d) Wikipedia

#### Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Discuss the impact of brand mentions on Off-Page SEO. (3)
- 3. Discuss the impact of press releases on Off-Page SEO. (3)
- 4. Explain the influence of page speed on On-Page SEO. (3)
- 5. Define SEO content marketing and its core components. (3)
- 6. Illustrate the benefits of guest blogging for link building and SEO. (3)

OR

Explain how broken link building works and its advantages in SEO. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Illustrate the impact of mobile responsiveness on SEO audit results. (5)
- 8. Describe how backlinks are evaluated during an SEO site audit. (5)
- 9. Evaluate the importance of title tags in On-page SEO. (5)
- 10. Evaluate the effectiveness of internal linking for SEO. (5)
- 11. Evaluate the significance of backlinks in off-page SEO. (5)
- 12. Illustrate the role of forums and communities in off-page SEO strategies. (5)

OR

Evaluate the relevance of press releases in off-page SEO efforts. (5)

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