



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2021

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) Choose the elements which is crucial for on-page SEO

- a) Backlinks
- b) Meta tags
- c) Social media shares
- d) Domain age

(ii) Identify the purpose of a 301 redirect in SEO.

- a) To improve website loading speed
- b) To create a user-friendly URL structure
- c) To permanently redirect one URL to another
- d) To enhance social media sharing

(iii) Select the type of SEO

- a) White Hat
- b) Black Hat
- c) Both A and B
- d) None of the above

(iv) Select an example of Black Hat SEO

- a) Keyword Stuffing
- b) Duplicate Content
- c) Cloaking
- d) All of the above

(v) State which component provides access to information available on the internet by serving as private locations on the internet.

- a) Search Engines
- b) Portals
- c) Algorithms
- d) Domain name

(vi) Identify the correct option through which social media (videos and written text) allows us to disseminate information.

- a) Networking
- b) Advertising
- c) Publishing
- d) Marketing

(vii) Identify the correct option a successful marketers emphasize primarily on the value of their products.

- a) Depreciating
- b) Enhancing
- c) Demonizing
- d) None

(viii) Explain the primary goal of content marketing

- a) Increase website Traffic  
c) Boast brand
- b) Generate leads and conversion  
d) All of the above
- (ix) This metric measures the effectiveness of content in engaging the audience.  
a) Click-through rate (CTR)  
c) Bounce rate
- b) Conversion rate  
d) Time on page
- (x) Select the benefit of submitting a website to local directories for small businesses  
a) It helps in international expansion.  
c) It improves website loading speed.
- b) It increases brand visibility in local searches.  
d) It enhances social media engagement.
- (xi) The primary purpose of conducting an SEO site audit is  
a) To improve website design  
c) To increase social media engagement
- b) To identify technical issues hindering search engine visibility  
d) To enhance user experience
- (xii) Predict the primary focus of an on-page SEO audit  
a) Analyzing backlink profile  
c) Monitoring keyword rankings
- b) Evaluating website structure and content  
d) Assessing social media engagement
- (xiii) ..... is commonly used to assess the authority and trustworthiness of a website's backlink profile.  
a) Page Rank  
c) Domain Authority
- b) Bounce rate  
d) Page Authority
- (xiv) Cite the primary purpose of SEO Profiler.  
a) Competitor analysis  
c) Website auditing
- b) Keyword research  
d) All of the above
- (xv) \_\_\_\_\_ is the benefit of using custom dashboards over standard reports in Google Analytics.  
a) Custom dashboards provide access to more data than standard reports  
c) Custom dashboards can only be accessed by administrators of the
- b) Custom dashboards offer a centralized view of key metrics and reports tailored to specific needs  
d) Google Analytics account Custom dashboards offer real-time data updates without the need for manual refresh

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe three popular online directories commonly used for local listings. (3)
3. Explain how SoLoMo contributes to personalized marketing efforts. (3)
4. Explain SEO Site Audit. (3)
5. Illustrate the use of SEO Site Audit tools. (3)
6. Illustrate some common off-page optimization techniques. (3)

OR

Identify how link building contributes to off-page optimization. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Sketch out the key factors to consider when choosing directories for submission. (5)
8. Discuss how businesses optimize their directory submissions and local listings for better visibility and engagement. (5)
9. Relate how social bookmarking contributes to SEO (Search Engine Optimization). (5)
10. Explain the focus of an Off-page audit strategy. (5)
11. Write in brief how SEO Profiler helps businesses improve their SEO performance. (5)
12. Examine how do algorithm updates impact website rankings. (5)

**OR**

Identify the purpose of understanding search algorithms for SEO professionals.

(5)

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