



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024

Course Name – Search Engine Optimization

Course Code - BBD40110/BBD40107

(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) Select the most critical on-page SEO factor that directly impacts search engine rankings.
 - a) Meta Keywords
 - b) Page Load Speed
 - c) Backlinks
 - d) Social Media Shares
- (ii) Cite the primary purpose of using header tags (H1, H2, etc.) in on-page SEO.
 - a) Improve readability and structure
 - b) Increase keyword stuffing
 - c) Manipulate search rankings
 - d) Reduce page loading speed
- (iii) Select the correct statement about meta descriptions.
 - a) They directly influence Google rankings
 - b) They are auto-generated by Google always
 - c) They can impact click-through rates (CTR)
 - d) They should exceed 300 characters
- (iv) Identify the most effective URL structure for SEO.
 - a) example.com/page123
 - b) example.com/best-seo-practices
 - c) example.com/?id=9876
 - d) example.com/2025/03/random-keywords
- (v) Cite the reason why internal linking is important for SEO.
 - a) It increases bounce rate
 - b) It helps search engines understand site structure
 - c) It prevents duplicate content
 - d) It replaces the need for backlinks
- (vi) Select the most important factor for improving SEO ranking.
 - a) Backlinks
 - b) Social Media Shares
 - c) Website Traffic
 - d) Paid Ads
- (vii) Choose the search engine that has the largest market share.
 - a) Yahoo
 - b) Bing
 - c) Google
 - d) DuckDuckGo
- (viii) Select the type of SEO that focuses on improving off-page factors.
 - a) On-Page SEO
 - b) Technical SEO

- c) Local SEO
d) Off-Page SEO
- (ix) Choose the correct type of schema markup.
a) HTML schema
b) JSON-LD
c) CSS schema
d) XML schema
- (x) Select the platform that offers free SEO tools like Analytics and Search Console.
a) Bing
b) Yahoo
c) Google
d) DuckDuckGo
- (xi) Choose the main function of Google Search Console.
a) Optimizing social media posts
b) Tracking paid ads performance
c) Monitoring website performance and indexing
d) Measuring site speed
- (xii) Select the correct term for "URL Optimization" in SEO.
a) Using long and complex URLs
b) Using short, descriptive URLs with relevant keywords
c) Not including keywords in URLs
d) Including a lot of special characters in URLs
- (xiii) Choose the role of keyword research in SEO.
a) Writing long content
b) Identifying relevant search terms to target
c) Improving page load speed
d) Creating more backlinks
- (xiv) Select the correct definition of SERP.
a) Search Engine Response Page
b) Social Engagement Rank Page
c) Search Engine Results Page
d) Site Evaluation Ranking Page
- (xv) Choose the link-building technique where two sites agree to link to each other.
a) One-way linking
b) Reciprocal linking
c) Internal linking
d) PBN linking

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the role of meta tags in On-Page SEO. (3)
3. Discuss the importance of high-quality content in On-Page SEO. (3)
4. Explain the impact of URL structure on On-Page SEO. (3)
5. Illustrate how image optimization contributes to On-Page SEO. (3)
6. Explain how broken link building works and its advantages in SEO. (3)

OR

Explain the role of content quality in search engine ranking. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the importance of keyword integration in SEO content marketing. (5)
8. Explain how content marketing supports link-building for SEO. (5)
9. Evaluate the relevance of press releases in off-page SEO efforts. (5)
10. Explain how content marketing complements off-page SEO tactics. (5)
11. Describe how content optimization and keyword research are connected. (5)
12. Summarize the role of image optimization in On-page SEO. (5)

OR

Summarize the key factors that influence local search rankings. (5)
