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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: III - THEORY EXAMINATION (2022 - 2023)

Subject: Advance Concepts of Optimization

Time: 3 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

15

1. Attempt all parts:-

- | | | |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| 1-a. | Keyword research allows you to _____ (CO1) | 1 |
| | (a) determine which keywords to target
(b) learn about your customers interests
(c) remove pages from search engine indexes
(d) Both a & b | |
| 1-b. | SEO can help SEM by: (CO2) | 1 |
| | (a) improving quality score
(b) reducing Cost-Per-Click
(c) fasten the ads approval
(d) Both A & B | |
| 1-c. | s Page is used to: (CO3) | 1 |
| | (a) Attract visitors from the search engines straight onto the Hallway Page
(b) Organizes the Doorway Pages
(c) Helps people navigate to different Doorway Pages | |

	(d) Enables search engine bots to index the Doorway Pages	
1-d.	Larger social networking sites. (CO4)	1
	(a) will force niche social networks out of business.	
	(b) set social media trends.	
	(c) are expected to see declining growth rates.	
	(d) are a better fit for most nonprofit organizations.	
1-e.	The person widely referred to as the creator of the World Wide Web is: (CO5)	1
	(a) Ted Nelson	
	(b) Gerard Salton	
	(c) Vannevar Bush	
	(d) Tim Berners-Lee	
2.	Attempt all parts:-	
2.a.	Differentiate between on-page and off-page SEO. (CO1)	2
2.b.	Define SEO? Explain the important types of SEO methods? (CO2)	2
2.c.	Can you name a few search engines other than Google? (CO3)	2
2.d.	Discuss the various steps about optimizing a website for SEO? (CO4)	2
2.e.	How does marketing without talking about or promoting our product/service help us create leads and sales? (CO5)	2

SECTION B 15

3.	Answer any <u>three</u> of the following:-	
3-a.	How do Google search algorithms analysis so that a page rank higher in the SERP? (CO1)	5
3-b.	How can you optimize the website which has millions of pages? (CO2)	5
3.c.	In your opinion, which SEO analytics don't get enough attention? (CO3)	5
3.d.	Does Google use the keyword meta tags? Why? (CO4)	5
3.e.	Discuss Influencer Marketing. Why it is used in SEO? (CO5)	5

SECTION C 20

4.	Answer any <u>one</u> of the following:-	
4-a.	Elaborate in detail about Cross-linking? Why should you do Cross-linking? (CO1)	4
4-b.	Name some of the tools that you have used in SEO. (CO1)	4
5.	Answer any <u>one</u> of the following:-	
5-a.	Name some SEO blogs that help you to enhance your content marketing strategies. (CO2)	4

- 5-b. How many types of Meta Tags are there in SEO? What are their characters limits? (CO2) 4
6. Answer any one of the following:-
- 6-a. How can you decrease the loading time of a website? (CO3) 4
- 6-b. How can you see the list of pages indexed by Google? Explain it. (CO3) 4
7. Answer any one of the following:-
- 7-a. How do you get keyword-level data at the conversion and traffic level? (CO4) 4
- 7-b. Explain keywords in SEO. Also discuss the important keyword used for brand to rank on and drive business value? (CO4) 4
8. Answer any one of the following:-
- 8-a. Explain Google Adwords.(CO5) 4
- 8-b. Do you think Digital Marketing will replace traditional marketing practices in the near future? (CO5) 4