NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: IV - THEORY EXAMINATION (2022-2023 **)**

Subject: Search Engine Optimization

Time: 2 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.   Using ____, we can send messages, images, audio, and videos to friends,   1
relatives, colleagues, and customers. CO1

        (a) Facebook

        (b) Quora

        (c) Pinterest

        (d) None

1-b.   What does Alt text stand for? CO2   1

        (a) Alternate text

        (b) Alternative text

        (c) Alternation text

        (d) Alter text

1-c.   What is full form of FFA pages? CO3   1

        (a) Free for Alternative links

        (b) Free for All Search Engine

(c) Free for All links

(d) Free for Alexa

1-d.   Google AdWords is also known as CO4   1

       (a) Google Words

       (b) Google One

       (c) Google Ads

       (d) Google Marketing

1-e.   Google Analytics can never recognize returning users on mobile apps. CO5   1

       (a) TRUE

       (b) FALSE

       (c) Can be true or false

       (d) Not defined

2. Attempt all parts:-

2.a.   Define the Term CPV? CO1   2

2.b.   List down some black hat SEO practices to avoid? CO2   2

2.c.   Define the term priority? CO3   2

2.d.   Explain the Purpose of search intent? CO4   2

2.e.   Describe Facebook Advertising? CO5   2

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SECTION B   **15**

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3. Answer any <u>three</u> of the following:-

3-a.   Explain Highly-Effective Lead Nurturing Strategies ? CO1   5

3-b.   find Long tail Keyword Research by taking an Example of Any publication? CO2   5

3.c.   Discuss what are the qualities that are required in order to be effective in an   5
       SEO role in your opinion? CO3

3.d.   Explain different types of Adword keyword Optimization? CO4   5

3.e.   Define ads. How are they effective in business. Explain with the help of image   5
       ads? CO5

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SECTION C   **20**

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4. Answer any <u>one</u> of the following:-

4-a.   Explain Off-page Optimization with the help of example.? CO1   4

4-b.   Describe the benefits of social media marketing? CO1   4

5. Answer any <u>one</u> of the following:-

5-a.   Write different themes of Keyword Research ? CO2   4

5-b.   Define the Term Keyword. Why are they important for SEO. Where keywords   4
are to be used. CO2

6. Answer any <u>one</u> of the following:-

6-a.   Define canonical tag. Explain the term canonical issue? List down the best   4
canonical tag practices. CO3

6-b.   How do you conduct Keyword Research? List down the three main elements of   4
Keyword Research CO3

7. Answer any <u>one</u> of the following:-

7-a.   Define Search intent. How to optimize your content for search intent? CO4   4

7-b.   Explain the keywords optimization? How to do keyword optimization for SEO   4
CO4

8. Answer any <u>one</u> of the following:-

8-a.   Discuss the pros and cons of facebook ads?   CO5   4

8-b.   Describe the types of budget in facebook ad?   CO5   4