

	Satellite Cloud		
Q 8	Which of the following is not a Webmaster's work? Implementing AMP Showing Index Status Creating Sitemap Implementing Structured Data	1	CO1
Q 9	Strongest Social Signal is Follow and Subscribe Like and +1 Share and Re-Tweets Comments and Tags	1	CO1
Q 10	Which one of the following is not an Owned Media Principal? Measurable Searchable Credible Portable	1	CO1
Q 11	AMP stands for?	1	CO1
Q 12	Most important social media in terms of SEO is?	1	CO1
Q 13	A set of mathematical rules which determine the ranking in SERP is called?	1	CO1
Q 14	The reason that Google recommends only 60 characters for the title of a website is?	1	CO1
Q 15	What is the name of the tool which is used to store website in Google's Database?	1	CO1
Q 16	Figuring out the current status of SEO for a website is called?	1	CO1
Q 17	What is the Google command to check the total number of Pages Indexed in SE?	1	CO1
Q 18	Where do we get notification for violation of Google's rule?	1	CO1
Q 19	The syntax (example for actual code) to place a Robots.txt file for a website is?	1	CO1
Q 20	What is HTTPS://?	1	CO1
SECTION B			
Q 1	What is Off Page Optimization?	5	CO1
Q 2	Explain Do Follow and No Follow Links.	5	CO2
Q 3	Explain Social Signals.	5	CO1
Q 4	Explain the importance for Content of Website and role of Search Appearance in terms of SEO.	5	CO1
SECTION-C			
Q 1	Explain the Panda, Penguin, Hummingbird and Rank Brain Algorithms with how to keep website safe from each one of them.	15	CO3
Q 2	What is Google local listing? Explain Google my Business with how to manage them.	15	CO2
SECTION-D			

Q 1	Explain the following in terms of Off Page SEO: a) Social Bookmarking b) Article Submission c) Directory Submission d) Blog – Creation, Customization, Commenting and Promotion e) Digital Assets and ORM f) White Hat, Grey Hat and Black Hat techniques	30	CO1, CO2, CO3, CO4, CO5, CO6
-----	---	----	---

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Search Engine Optimization
Programme: BBA –Digital Marketing BBCT 175

Semester: V

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.		Marks	CO
Q 1	Content marketing helps with SEO Brand Building Social Media All of the above	1	CO1
Q 2	Which is not a benefit of creating a content rich landing page? Rank high in search engines for a keyword phrase Higher leads and sales High social signals Quality Score for AdWords	1	CO1
Q 3	Which process is used to crawl the website in SEO Rendering Indexing Fetching Storing	1	CO1
Q 4	Which of the following is the best kind of Content? Paid Owned Earned Rented	1	CO1
Q 5	What Google search engine is always looking for Keywords Tag Relevant Content Alt Attributes Good Domains	1	CO1
Q 6	Which of the following is most important for Google in SEO? Keyword Density Website Size Relevancy Text to HTML ratio	1	CO1
Q 7	Which of the following tools are used to do SEO? Google My Business Only Google AdWords Only	1	CO1

	Google Search Console Google Client Center		
Q 8	Which of the following is not an off-page characteristic? My business Social Bookmarking Internal Links Directory Submissions	1	CO1
Q 9	Strongest Social Signal is Follow and Subscribe Like and +1 Share and Re-Tweets Comments and Tags	1	CO1
Q 10	AdWords doesn't give me? Keyword search volume Keyword bidding price Negative Keywords Who is searching Keywords	1	CO1
Q 11	The Title and headline are one of the most important elements of SEO (True or False)?	1	CO1
Q 12	Name a tool to do keyword research?	1	CO1
Q 13	What is the first thing crawlers seek when they visit a server?	1	CO1
Q 14	When I'm using Internal and External links in my website then it is called _____?	1	CO1
Q 15	When a search engine is recommended by social media about a website (business) then it's called?	1	CO1
Q 16	If I am creating keyword rich content for my blog/ website, I am optimizing it for?	1	CO1
Q 17	Name an update from Google.	1	CO1
Q 18	What is the other name for Webmaster tool?	1	CO1
Q 19	Twitter helps Google to _____ in SEO.	1	CO1
Q 20	The results that comes when we hit search button on Google is called _____?	1	CO1
SECTION B			
Q 1	What is Social Signal? What it can do.	5	CO1
Q 2	What is ROBOTS.TXT and SITEMAP? Explain.	5	CO2
Q 3	List and define Google Upates.	5	CO1
Q 4	Define: Impression, Interaction, Reach, Engagement and Conversion.	5	CO1
SECTION-C			
Q 1	What is Off Page Optimization? Explain framework for Backlink along with diagrams.	15	CO3
Q 2	What is "On Page Optimization"? Explain Each Point in detail.	15	CO2
SECTION-D			

Q 1	Explain the following: a) Search, Search Engine, SEO b) How a Search Happen c) What is SEO Audit d) URL and Domains in SEO e) Tracking and SEO tools	30	CO1, CO2, CO3, CO4, CO5, CO6
-----	---	----	---