



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: MBA (DM &EC)

Course: Search Engine Optimization

Course Code: MGT626

Semester: III

Max Marks: 50

Duration (Mins): 120

- Note: 1. Figures to the right indicates full marks.
2. Answer any five questions

- Q 1. Distinguish between 'Organic' and 'Inorganic sites' with proper examples. Discuss the concept of 'LSI technique' as well. (10)
- Q 2. What is 'Search Engine Traffic'? Discuss the different types of Search Engine 'Traffic' with proper explanation and industry relevant examples. (10)
- Q 3. Discuss the 'history of search engines' with top 'search engines' across the world today. (10)
- Q 4. What are Keywords? Discuss the concept of Google Ad words in detail. (10)
- Q 5. How a 'website' could be optimized with a proper SEO strategy. Suggest the ways through which we can do it. (10)
- Q 6. How Search Engine Works? Discuss the various technicalities behind it. (10)
- Q 7. Discuss the importance and concept of 'landing pages' with suitable examples. (10)