



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: MBA -DMEC

Course: Search Engine Optimization

Course Code: MGT626

Semester: III

Max Marks: 50

Duration (mins): 120 mins

I. Answer the following question in short (answer any five): (5X2=10 Marks)

1. What makes a website search engine friendly?
2. How do you measure SEO success?
3. How can you do SEO for a video?
4. Which meta tags matter?
5. Name few search engines.
6. What are the two types of SEO?
7. What is page rank?

II. Answer the following question in short (answer any six) (6X5=30 Marks)

1. What do you understand by the term "SEO"?
2. What will you do to make a website search engine friendly?
3. What is the relationship between SEO and SEM?
4. Explain anyone SEO techniques in detail.
5. Write the process of getting a backlink to your site.
6. What are some external but important factors which impact the ranking?
7. How to evaluate SEO campaign is working or not?
8. How you will start keyword research?

III. Choose the correct option from the followings MCQs (10X1=10 Marks)

- 1) What is full form of SEO?
A) Search Engine Optimization
B) Search Entry Optimization
C) Search Engine Operation
D) None of above
- 2) SEO is the art of ranking in the search engines?
A) True
B) False
- 3) Which of the following are types of SEO?
A) On Page SEO
B) On Page and FrontPage SEO
C) Front Page SEO
D) On Page and Off Page SEO
- 4) Which of the following is an illegal way of SEO?
A) Creating doorway Pages
B) Link Building
C) Writing Meta Tags
D) None of these
- 5) Static Pages are more SEO friendly than the dynamic pages?
A) True
B) False
- 6) Search Engines maintain the heavy database of keywords with URLs.
A) False
B) True
- 7) What does SERP stand for?
A) Search Entry Rating Procedure
B) Search Engine Result Page
C) Search Engine Rating Procedure
D) Search Entry Result Page
- 8) Which of there is not a metric used in the link building?
A) Domain Authority
B) Number of links
C) Number of advertisements
D) None of the above
- 9) What does SEM stand for?
A) Self Employed Marketers
B) Search Engine Marketing
C) Search Engine Marketers
D) Self Employed Marketing
- 10) Should responsive design be favored over websites with separate versions for mobiles and computers?
A) It does not make a difference
B) No. Separate versions are better
C) Google prefers websites with responsive design

*****ALL THE BEST*****