

This question paper contains 4+1 printed pages]

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S. No. of Question Paper : 3044

Unique Paper Code : 62343414

GC-4

Name of the Paper : Search Engine Optimization

Name of the Course : SEC : Computer Science for B.A. (Prog.)

Semester : IV (CBCS)

Duration : 2 Hours

Maximum Marks : 25

(Write your Roll No. on the top immediately on receipt of this question paper.)

All questions in 'Section A' are compulsory.

Attempt any *three* questions from 'Section B'.

Section A

1. Choose the correct option. (Write the question along with the correct option) :

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(i) Which one of these is not a Search Engine activity ?

(a) Crawling

(b) Copy Writing

(c) Processing

(d) Indexing

P.T.O.

(2)

(ii) On-Page SEO includes :

- (a) Good content, Good keyword selection
- (b) Copy writing, Giving appropriate title to every page
- (c) Link building, increasing link popularity
- (d) Good content, link building

(iii) Keyword stuffing is :

- (a) Placement of keywords within a page to raise the keyword count
- (b) Repeating keywords in meta tags
- (c) Creating a rogue copy of a popular website
- (d) None of the above

(iv) Which statement is FALSE ?

- (a) Use unique keywords
- (b) Use keywords in meta description tag
- (c) Page title of few pages can be same
- (d) A tactic that does not involve deception, is a White Hat SEO tactic

(v) In SWOT analysis :

- (a) Weaknesses and opportunities are beneficial in reaching the business objectives
- (b) Attempt is to remove threats and opportunities
- (c) Strengths and Weaknesses are internal environment
- (d) None of the above

(vi) Statement 1 : A tactic should conform to search engine's guidelines

Statement 2 : Websites should include doorway pages

Select the *correct* option :

- (a) Both Statement 1 and Statement 2 are TRUE
- (b) Both Statement 1 and Statement 2 are FALSE
- (c) Only Statement 1 is TRUE
- (d) Only Statement 1 is FALSE

(vii) The two ways of optimization are :

- (a) On-Page SEO and Crawling
- (b) Crawling and Indexing
- (c) Ranking and Processing
- (d) On-Page SEO and Off-Page SEO

- (viii) Which statement is false for increasing page rank ?
- (a) Create a high quality web page
 - (b) Cloaking SEO tactic is favorable
 - (c) A web page should be designed to rank highest in the search engine results
 - (d) Put main keywords in <title> tags
- (ix) Which of the following is illegal way of SEO ?
- (a) Link Building
 - (b) Writing Meta Tags
 - (c) Creating sitemap
 - (d) Creating doorway Pages
- (x) Which of the following are the different techniques used while performing Search Engine Optimisation :
- (a) White Hat SEO
 - (b) Black Hat SEO
 - (c) Gray Hat SEO
 - (d) Both (a) and (b)

Séction B

- (a) Explain White Hat tactics for Search Engine Optimization. 3
 - (b) Explain search engine optimization process for achieving high page rank. 2
3. (a) Explain Canonical tag. Why is it important for Search Engine Optimization. 3
- (b) What is "Alt" text ? Why should we use this while designing web pages ? 2
4. (a) How an image can be optimized by search engine optimization ? 3
- (b) What is a Meta Description tag ? 2
5. (a) Why sitemap is important for a website ? 3
- (b) Define and explain domain name. 2
6. Write short notes on the following (any two) : 5
- (a) Social Book Mark
 - (b) Door Way Pages
 - (c) Blog submission.