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[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3254

IC

Unique Paper Code : 62343414

Name of the Paper : Search Engine Optimization

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

Semester : IV

Duration : 2 Hours

Maximum Marks : 25

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. The paper has **two** sections. Section **A** is compulsory.
3. Attempt any **three** questions from Section **B**.

SECTION A

1. (i) Data tags that lie between the closing and opening head tags are known as :

(a) Heading tags

P.T.O.

- (b) Meta tags
 - (c) Keyword tags
 - (d) Alt tags (1)
- (ii) Name the method by which a user is redirected to new URL from old URL :
- (a) redirect 105
 - (b) redirect 301
 - (c) redirect 802
 - (d) redirect 502 (1)
- (iii) Google bot is used to
- (a) Index a Web page
 - (b) Return a Web page
 - (c) Blacklist a Web Page
 - (d) Index a HyperLink (1)
- (iv) A web page which serves as the entry point for a web site is :

- (a) HTML Page
 - (b) Web Page
 - (c) Landing Page
 - (d) Site Page (1)
- (v) Distance between two keywords in a web page is known as :
- (a) Hamming Distance
 - (b) Key word proximity
 - (c) Web page proximity
 - (d) Key word URL proximity (1)
- (vi) Doorway pages is a technique for :
- (a) Black hat SEO
 - (b) White hat SEO
 - (c) SERP
 - (d) SITEMAP (1)

(vii) _____ is the percentage of visitors, who navigate away from the website after viewing only one page is :

(a) Bounce Rate

(b) In bound Links

(c) Out bound links

(d) Hyperlinks (1)

(viii) _____ is used to check the number of backlinks of a site other than the current user site.

(a) Alexa

(b) Open site explore

(c) Analytica

(d) MOZ (1)

(ix) Any link on a website that links to another web page is known as :

(a) Outbound links

(b) Inbound links

(c) Internal link

(d) External link (1)

(x) Google webmaster is a :

(a) SEO tool

(b) Search tool

(c) Bing

(d) Mozilla Firefox (1)

SECTION B

2. Explain SEO and it's objective. (5)

3. Differentiate between On Page optimization and Off Page optimization. (5)

4. Explain the use of SiteMap in SEO. (5)

5. Explain any two Black Hat SEO techniques. (5)

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6. Explain four methods for increasing of website ranking. (5)

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