Roll No. ..... Total Pages : 3

251406

May 2019

MBA-IV SEMESTER

SEARCH ENGINE OPTIMIZATION METHODS

(MBA/EC-214)

Time : 3 Hours] [Max. Marks : 75

Instructions :

(i) It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.

(ii) Answer any four questions from Part-B in detail.

(iii) Different sub-parts of a question are to be attempted adjacent to each other.

PART–A

1. (a) What do you mean by online marketing? Differentiate it from other offline marketing. (1.5)

(b) Write names of five search engines available on the internet. (1.5)

(c) How PR concepts helps in improving business over the internet. (1.5)

(d) What is Google Dance and Sand Effect? (1.5)

(e) What do you mean by indexing in search engines? (1.5)

(f) Differentiate Static SEO and Dynamic SEO. (1.5)

(g) What are the free and paid directories submission? (1.5)

(h) What do you mean by keyword analysis in SEO? (1.5)

(i) What is Gsitemap? (1.5)

(j) What do you mean by Link Exchange? (1.5)

PART–B

2. (a) What do you mean by web crawler? Explain its architecture in detail. (10)

   (b) How to redirect web page using HTML? (5)

3. (a) Explain components of web search engines with suitable diagram. (10)

   (b) Differentiate Search Engine and Web Directories. (5)

4. Design an HTML web page showing your details which should include the following :

   (a) Your Photograph.

   (b) Address of your Home.

   (c) Your qualification details in an order.

   (d) A table showing your family details in at least three rows and four columns. (15)

5. (a) What do you think about analyzing the competitor helps in improving the business. (5)

   (b) How to optimize any web page, home page, web site and how link building helpful in enhancing the popularity of any web site. (10)

6. (a) How will you analyze the web traffic? (10)

   (b) How will you track an end user? (5)

7. Find out the page rank of given four web pages, consider initial page rank value of page 1, page 2, page 3 and page 4 as 0.75, 0.1, 0.1, 0.05. Consider the value of damping factor (d) as 0.1. (15)