Saraswat Education Society's

Sridora Caculo College of Commerce & Management Studies

B.C.A. Semester III End Examination, Oct/Nov 2026

CSA 242- Search Engine Optimization

Duration: 1 Hour **Total Marks:** 20 marks

Instructions:

i) Answering all the questions are compulsory.

ii) Figures to the right indicate full marks.

Q.1 Answer the following questions. **(4X1)**

a) Define PageRank
b) List web browsers used as research tools in competitor analysis.
c) State significance of page speed in SEO.
d) Name the Google tool used to monitor website performance on search results.

Q.2 A i) State importance of Landing page in advertising. **(02)**

OR

Q.2 A ii) Define duplicate content and state one problem it may cause for SEO. **(02)**

Q.2 B) State significance of sitemap in SEO. **(02)**

Q.3 A i) Differentiate between content design and page optimization. **(02)**

OR

Q.3 A ii) Describe various ways to create unique content. **(02)**

Q.3 B) Explain disadvantage of link farm in SEO. **(02)**

Q.4 A i) Discuss relationship between SEM and SEO. **(02)**

OR

Q.4 A ii) Explain importance of linking strategies in SEO. **(02)**

Q.4 B) Distinguish between Robot.txt and Sitemap **(02)**

Q.5 A i) A website has been added to Google Search Console, but the owner has not verified control of the website. Explain why verification is required and name two methods that can be used. **(02)**

OR

Q.5 A ii) An online retailer is unsure whether to use "Buy Now" button or "Place your order" button will generate more purchases. Explain how the retailer can use A/B testing to make a decision. **(02)**

Q.5 B) A company launches a new product, and its promotional video is widely shared by people on social media. Identify the marketing technique and explain how it benefits the company. **(02)**

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