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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA Integrated

SEM: VIII - THEORY EXAMINATION (2025 - 2026)

Subject: Search Engine Optimization

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

(1.1) Customer centricity means (CO1, K1)

1

- (a) Product focus
- (b) Customer needs focus
- (c) Sales focus
- (d) Profit focus

(1.2) Bounce rate indicates (CO1, K1)

1

- (a) Visitors leaving quickly
- (b) High engagement
- (c) Sales increase
- (d) Ad clicks

(1.3) SEO pitch is created to (CO2, K2)

1

- (a) Write code
- (b) Fix bugs
- (c) Convince client
- (d) Delete content

(1.4) Keyword research is used to (CO2, K2)

1

- (a) Write code
- (b) Find search terms
- (c) Debug
- (d) Deploy

(1.5) Content audit refers to:(CO3, K1)

1

- (a) Writing content
 - (b) Reviewing website content
 - (c) Designing UI
 - (d) Coding
- (1.6) Competitive analysis helps in:(CO3, K1) 1
- (a) Ignoring competitors
 - (b) Understanding competitors
 - (c) Coding
 - (d) Designing
- (1.7) Case study application results in (CO4, K1) 1
- (a) Real-world understanding
 - (b) Theoretical learning
 - (c) Coding practice
 - (d) Graphic design
- (1.8) Key ad component includes (CO4, K2) 1
- (a) Budget
 - (b) Timing
 - (c) Headline
 - (d) Coding
- (1.9) Purpose of using Social Media Advertising Platforms. (CO5, K3) 1
- (a) Fixing computer hardware
 - (b) Reaching specific target audiences
 - (c) Improving typing speed
 - (d) Monitoring server temperature
- (1.10) Factor used to evaluate top Social Media Advertising Platforms. (CO5, K3) 1
- (a) Color of the logo
 - (b) Pros and Cons
 - (c) Weight of the server
 - (d) Number of cables

2. Attempt all parts:-

- (2.1) Explain the concept of organic traffic. (CO1, K2) 2
- (2.2) Describe the application of data-driven insights in optimizing SEO performance. (CO2, K2) 2
- (2.3) Define technical SEO. (CO3, K1) 2
- (2.4) State two objectives of PPC campaigns (CO4, K1) 2
- (2.5) List two cons of top social media advertising platforms. (CO5, K3) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Describe Search Engine Optimization (SEO) and its impact on website visibility. (CO1, K1) 6

(3.2)	Analyze key digital marketing metrics such as CTR, bounce rate, and conversion rate. (CO1, K4)	6
Answer any one of the following:-		
(3.3)	Analyze the process of keyword research and its impact on search engine rankings. (CO2, K4)	6
(3.4)	Evaluate the role of long-tail keywords in improving search visibility and conversion rates. (CO2, K4)	6
Answer any one of the following:-		
(3.5)	Explain the process of conducting a content audit for a website. (CO3, K2)	6
(3.6)	Describe the structure and purpose of a competitive analysis template. (CO3, K2)	6
Answer any one of the following:-		
(3.7)	Analyze City Shopping Center case in terms of PPC strategy (CO4, K3)	6
(3.8)	Explain Facebook payment models with examples (CO4, K3)	6
Answer any one of the following:-		
(3.9)	Explain the various ad types and campaign structures available on Twitter. (CO5, K3)	6
(3.10)	Explain the process of implementing an active social media community through advertising. (CO5, K3)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Examine the integration of digital marketing channels in achieving organizational goals. (CO1, K4)	10
(4.2)	Examine the relevance of marketing funnels in guiding consumer journeys. (CO1, K3)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Critically analyze the concept of buyer persona in digital marketing strategies. (CO2, K4)	10
(5.2)	Examine the concept of digital research and its relevance in SEO projects. (CO2, K3)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Explain the steps involved in competitive content analysis. (CO3, K3)	10
(6.2)	Describe how keyword mapping helps in avoiding keyword cannibalization. (CO3, K3)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Explain complete workflow of Facebook Ads Manager (CO4, K4)	10
(7.2)	Compare Facebook, Instagram and Twitter advertising platforms (CO4, K4)	10
8. Answer any <u>one</u> of the following:-		
(8.1)	Discuss the strategic advantages of using PPC Hero insights for competitive advertising. (CO5, K3)	10
(8.2)	Discuss the benefits of utilizing multi-platform social advertising for retail centers. (CO5, K3)	10