

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7129

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Unique Paper Code : 6203450024

Name of the Paper : SEO and Digital Marketing

Name of the Course : **B.Voc. Software Development**

Semester : VIII

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. The paper has two sections A and B. Section A is compulsory.
3. Attempt any four questions from Section B. Each question is of 15 marks.
4. Answer all parts of a question together.

Section A

- 1 (a) What is Google Analytics? Name any one analytics tool. (2)
- (b) What is duplicate content? (2)
- (c) Name two SEO tools. (2)
- (d) Describe social media marketing and its importance in digital marketing. (3)
- (e) Explain the importance of optimization in search engine optimization. (3)
- (f) What are broken links and how they can reduce the efficiency of a web page. (3)
- (g) Explain how dynamic websites support better SEO compared to static websites. (3)
- (h) Explain page speed and page load time with their impact on website performance. (4)

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- (i) Name two commonly used SEO tools. Discuss the role of SEO in enhancing website visibility. (4)
- (j) What is the significance of mobile marketing? List any three of its types. (4)

Section B

- 2 (a) Explain keyword density and its importance, along with the tools used for keyword analysis. (7)
- (b) What is ROI, conversion rate, and analytics in digital marketing. (8)
A business runs two campaigns:
- Campaign A: Cost ₹15,000, Revenue ₹45,000
 - Campaign B: Cost ₹25,000, Revenue ₹70,000
- Calculate ROI for both and identify the better campaign.
- 3 (a) What do you mean by content marketing? Explain how it helps in brand building and customer retention. (7)
- (b) Give the solution to the following (8)
- i. A competitor website ranks for 200 keywords, while your site ranks for 120 keywords. Calculate the difference and percentage gap in keyword coverage.
 - ii. A post reaches 5,000 users and gets 250 likes, 100 comments, and 50 shares. Calculate the engagement rate.
- 4 (a) A website receives 10,000 visitors, out of which 500 make a purchase. Calculate the conversion rate and explain its significance. (7)
- (b) Explain Search Engine Marketing (SEM) and distinguish it from SEO. Also discuss how SEM helps businesses grow. (8)
- 5 (a) Explain the role of meta tags, headings, and alt text in SEO. (7)
- (b) Explain the concepts of crawling, indexing, and caching in SEO. How do they affect website ranking? (8)
- 6 (a) What is the importance of digital marketing in the modern era? Explain any three digital marketing strategies with suitable examples. (7)
- (b) Differentiate between (Any 2) (8)
- i. Internet and WWW
 - ii. Search Engine and Web Browser
 - iii. meta tags and meta description
 - iv. On-page SEO and Off-page SEO
- 7 (a) What is SWOT analysis? Describe its four components with suitable examples. (7)
- (b) What is the role of a search engine in digital marketing? Discuss the different types of SEO techniques with examples. (8)