

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7806

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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) State one similarity and one difference between a browser and a search engine. (2)
- (b) Name any two SEO tools. (2)
- (c) What is an XML sitemap and its importance? (2)
- (d) Compare traditional marketing and digital marketing based on cost, effectiveness, and time consumption. (3)
- (e) Explain the differences between HTML5 and WordPress in terms of development, flexibility, and ease of use. (3)
- (f) Name any three types of mobile marketing techniques. (3)
- (g) Match the following (3)
 1. Crawling a. Storing webpage copy
 2. Indexing b. Discovering web pages
 3. Caching c. Organizing data in database
- (h) What do you understand by mobile marketing? Name and briefly explain three of its techniques. (4)
- (i) Fill in the blanks (4)
 - i. The file that helps search engines understand website structure is.....
 - ii. A broken link shows an error like.....
 - iii. Links within the same website are called.....
 - iv. The tool used to analyze website traffic is.....
- (j) Explain Google Analytics and name one alternative tool. Why is it important in assessing digital marketing effectiveness? (4)

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Section B

- 2 (a) What do you understand by Social Media Marketing? Explain its role in enhancing brand awareness and customer engagement. (7)
- (b) What do you understand about SEM? Discuss its components and their significance in improving online visibility. (8)
- 3 (a) A webpage loads in 8 seconds initially. After optimization, it loads in 3 seconds. Calculate the percentage improvement in page load time. (7)
- (b) Define Search Engine Optimization (SEO) and explain the major phases involved in the SEO process in detail. (8)
- 4 (a) What is Return on Investment (ROI)? A company spends ₹20,000 on a digital marketing campaign and earns ₹60,000 revenue. Calculate the ROI and interpret the result (7)
- (b) Explain the concepts of crawling, indexing, and caching in detail. How do these processes work together in a search engine? (8)
- 5 (a) What is responsive web design? Discuss three factors that show how it improves SEO performance. (7)
- (b) Explain the concepts of keyword research and keyword analysis. A webpage contains 1200 words and uses a keyword 36 times. Calculate the keyword density. Is it optimal? (8)
- 6 (a) Define page speed and page load time. How are they interrelated in website optimization? (7)
- (b) Differentiate between (Any two) (8)
- i. meta tags and meta description
 - ii. WWW and Internet
 - iii. duplicate content and original content
 - iv. primary keywords and secondary keywords
- 7 (a) Compare White Hat, Gray Hat, and Black Hat SEO techniques based on parameters such as ethics, risk level, and long-term impact. (7)
- (b) Explain the concept of SWOT analysis in detail. Describe its four components—Strengths, Weaknesses, Opportunities, and Threats—with suitable examples. (8)