

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Post-Graduate Diploma in Digital Marketing (Sem.-2)
SEARCH ENGINE MANAGEMENT & SEARCH ENGINE
OPTIMIZATION

Subject Code : PGDDM-203-20

M.Code : 79797

Date of Examination : 16-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : **Units-I, II, III & IV.**
3. **Each Sub-section** contains **TWO** questions each, carrying **TEN** marks each.
4. **Student has to attempt any ONE** question from each **Sub-section.**

SECTION-A

1. **Write briefly :**
 - a) SERP
 - b) Keyword Search
 - c) Click through Rate
 - d) Remarketing
 - e) Keyword Placement
 - f) XML Map submission
 - g) Google Search Console
 - h) Page authority
 - i) Domain Authority
 - j) Social bookmarking.

SECTION-B

UNIT-I

2. Highlight the significance of Google Ads in search engine marketing with the help of examples.
3. What is a Keyword Match? Discuss various types of Keyword Match in Google Ads. Give at least two examples of each Keyword Match

UNIT-II

4. What is a campaign bid? What are various bidding strategies used in Google Ads? If a chance is given to you, which strategy would you like to use and why?
5. Define search engine optimization. Why search engine optimization is required? Discuss salient features of it.

UNIT-III

6. Define on-page SEO? If you want, your website should be ranked high in search results which techniques of on-page SEO would you use?
7. What are Meta Tags in SEO? Discuss the types and importance of Meta tags in SEO with the help of examples.

UNIT-IV

8. What is off-page SEO? Discuss various techniques of off-page SEO with the help of examples.
9. What is search engine submission? Briefly explain the different methods of search engine submission.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.