GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2022
WEB ANALYTICS
IT802K

TIME ALLOTTED: 3 HOURS   **FULL MARKS: 70**

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable

GROUP – A
(Multiple Choice Type Questions)

Answer any *ten* from the following, choosing the correct alternative of each question: **10×1=10**

			Marks	CO No.
1.	(i)	Which is not a search engine? a) Google b) Bing c) Microsoft d) Baidu	1	CO1
	(ii)	SERP stands for - a) Search Engine Results Pages b) Search Engine Results Priority Pages c) Search Engine Results Priority d) None of the above	1	CO1
	(iii)	SEO stands for - a) Search Engine Operation b) Search Engine Output c) Search Engine Optimization d) None of the above	1	CO2
	(iv)	HTTPS stands for - a) HyperText Transfer Protocol Secure b) Hyper Transfer Text Protocol Secure c) HyperText Transfer Protocol Security d) Hyper Text Transfer Position Secure	1	CO2
	(v)	Optimal Title length should be – a) 40-50 b) 50-80 c) 50-60 d) 30-100	1	CO1
	(vi)	Meta description length should be a) 120 – 150 b) 100 - 200 c) 150 - 210 d) 180 - 200	1	CO3

| (vii) | Which of these is a keyword research tool | 1 | CO3 |

(vii) Which of these is a keyword research tool   1   CO3
a) Microsoft
b) Bing
c) Google Keyword Planner
d) Yahoo

(viii) PPC stands for –   1   CO3
a) Pay per click
b) Performance per click
c) Page view per click
d) None of the above

(ix) CPC stands for -   1   CO4
Cost Per Click
a) b) Category Page Check
b) Click Percentage Check
c) None of the above

(x) What does the 301 server response code signify?   1   CO1
a) Not Modified
b) Moved Permanently
c) Syntax error in the request
d) The request must be authorized before it can take place

GROUP – B
(Short Answer Type Questions)
(Answer any three of the following) 3 x 5 = 15

			Marks	CO No.
2.	(a)	What is SEO & why is it so important?	2	CO1
	(b)	What is a Search Engine and write down the name of 4 search engines?	2	CO1
	(c)	What is On Page SEO and Off Page SEO?	1	CO1
3.	(a)	What is Google Analytics and use of it?	2	CO2
	(b)	Define the following terms – SERP, 301 Redirect	2	CO2
	(c)	Defines these terms – Session Bounce rate	1	CO2
4.	(a)	Define the following terms Indexing Crawling	2	CO3
	(b)	Define the following terms Domain Paid Results	3	CO3
5.	(a)	Define the following terms a)Keywords b) URL	3	CO4

(b)	Defines these terms –		1	CO4
		a) Exit Rate		
		b) Goals		
(c)	What is indexing?		1	CO4
6.	(a)	What are paid results?	3	CO4
	(b)	What is "Google Suggest" or "Autocomplete"?	2	CO4

GROUP – C
(Long Answer Type Questions)
(Answer any three of the following) 3 x 15 = 45

			Marks	CO No.
7.	(a)	List down and explain with examples, the different types of channels in Google Analytics.	2	CO1
	(b)	What is SERP?	6	CO1
	(c)	What is the main purpose of using keywords in SEO?	7	CO1
8.	(a)	How many types of Meta Tags are there in SEO? What are their characters limits?	5	CO2
	(b)	Explain On Page SEO with examples.	5	CO2
	(c)	Explain Off Page SEO with examples.	5	CO2
9.	(a)	What is a Search Engine?	6	CO3
	(b)	Name a few search engines other than Google.	4	CO3
	(c)	List down three ways in which you can improve the SEO for a landing page.	5	CO3
10.	(a)	Difference between White Hat and Black Hat SEO.	4	CO4
	(b)	What is page speed and why is it important?	4	CO4
	(c)	What are Meta Tags?	7	CO4
11.		What is link building and why does it matter? What are backlinks? Explain with appropriate scenarios as examples	15	CO3