

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 3rd & 5th
Course Name: Search Engine Marketing & Optimization	Course Code: BBA/DIMK/502
Prepared by: Dr. Munish	

Unit I

Short answer questions

Q.N.	Question	KL
1	Explain Search Engine Marketing (SEM) and how does it differ from SEO.	2
2	Define 'Paid Search' in the context of SEM.	2
3	Define Meta Tags and how do they influence search visibility.	1
4	Explain the importance of Keyword Repetition in content targeting.	2
5	Define 'Ad Quality Score' in Google Ads	1
6	Define Click-Through Rate (CTR%) and mention how it is calculated.	1
7	Describe the significance of User Experience in SEM	2
8	Differentiate between PPC and CPC in SEM terminology.	4
9	Explain the role of Meta Description in search engine optimization.	2
10	Define 'Impression' in digital advertising.	1

Long answer questions

Q.N.	Question	KL
1	Explain the anatomy of Search Engine Marketing. Discuss the major elements of Paid Search and Organic Search in detail.	2
2	Describe the process and importance of Content Targeting in SEM. How do keywords, meta descriptions, and meta tags help in content optimization?	2
3	Discuss the concept of Quality Score in Google Ads. What factors influence it and how does it impact ad ranking and cost?	1
4	Elaborate on the major SEM terminologies – PPC, CPC, Creative, SERP, CTR%, Impressions, Rank/Position, and Google Content Network.	4

Satyug Darshan Institute of Engineering & Technology, Faridabad

5	Explain the step-by-step process of developing an effective SEM campaign. Include planning, keyword selection, ad creation, and performance measurement.	2
6	Discuss the role of User Experience (UX) in SEM success. How do design, navigation, and content affect campaign results?	1
7	Write detailed SEM marketing tips and tricks that can enhance ad performance, click-through rates, and conversion rates.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Define Search Engine Optimization (SEO)	1
2	Mention any two primary functions of a search engine.	1
3	Explain 'Crawling' in SEO	2
4	Define 'Indexing' and explain its importance in SEO.	1
5	Define Ranking Factors in SEO? Give two examples.	1
6	Differentiate between Organic Traffic and Paid Traffic.	4
7	Define Keywords in SEO	1
8	Define the term 'Keyword Mix'.	1
9	Explain 'Search Engine Algorithm'	2
10	Explain the importance of relevant keywords in improving search ranking.	2

Long answer questions

Q.N.	Question	KL
1	Define Search Engine Optimization (SEO) and explain its objectives in digital marketing.	1
2	Discuss in detail the main functions of search engines and explain how they work.	1
3	Explain the process of Crawling, Indexing, and Ranking in SEO with examples.	2
4	Describe the key factors that search engines use to determine the ranking of a webpage.	2
5	Differentiate between various types of website traffic. How can an organization increase organic traffic?	4
6	Explain the concept of Keywords in SEO. Discuss different types of keywords with examples.	2
7	Explain Keyword Mix and Discuss its importance in designing an effective SEO strategy.	2

Satyug Darshan Institute of Engineering & Technology, Faridabad

Unit III

Short answer questions

Q.N.	Question	KL
1	Define Local SEO and why is it important for small businesses?	1
2	Define Google Places Listing.	1
3	Define Citation in Local SEO.	2
4	Explain the term NAP and its significance in Local SEO.	2
5	Explain H Card and how does it help in search optimization?	2
6	Differentiate between Primary, Secondary, and Tertiary Keywords.	4
7	Define Keyword Stuffing.	1
8	Define Keyword Placement and explain its importance in SEO.	1
9	Explain Classified Submissions in digital marketing.	2
10	Mention two tips for writing optimized content for blogs or articles.	1

Long answer questions

Q.N.	Question	KL
1	Explain Local SEO in detail. How does it help businesses improve visibility in local searches?	2
2	Define Google Places Listing and Describe the steps to create and optimize a Google Places profile.	1
3	Discuss the role of Citations, H Card, and NAP in Local SEO. Why are they essential for online consistency?	1
4	Differentiate between Primary, Secondary, and Tertiary Keywords with examples. Explain their role in SEO strategy.	4
5	Explain the difference between Keyword Stuffing and Keyword Placement. Illustrate with suitable examples.	2
6	Explain the process of writing optimized content for articles, blogs, and press releases. Include key SEO techniques.	2
7	Discuss the significance of Classified Submissions and other off-page SEO techniques for improving local search rankings.	1

Satyug Darshan Institute of Engineering & Technology, Faridabad

Unit IV

Short answer questions

Q.N.	Question	KL
1	Define the process of SEO monitoring.	1
2	Name two key components of an SEO report.	1
3	Differentiate between On-page SEO and Off-page SEO.	4
4	Explain Link Building in SEO.	2
5	Mention any two types of link building techniques.	1
6	Explain the importance of analysing the efficiency of an SEM strategy.	2
7	Define the term Digital Promotion.	1
8	List any two popular tools used for SEO analysis.	2
9	Describe the benefits of link building for a website?	2
10	Mention two steps involved in setting up an SEM strategy.	1

Long answer questions

Q.N.	Question	KL
1	Explain the process of monitoring and evaluating SEO performance. What key metrics should be tracked?	2
2	Discuss in detail the structure and contents of an SEO Report. Why is it essential for digital marketers?	1
3	Differentiate between On-page and Off-page SEO. Provide suitable examples for both.	4
4	Define Link Building and explain its types and benefits in SEO strategy.	1
5	Describe the steps involved in setting up a successful SEM strategy. How can its efficiency be analysed?	2
6	Explain various tools and techniques used in Digital Promotion. Explain their significance with examples.	2
7	Discuss the relationship between SEO, SEM, and Digital Promotion in enhancing online visibility.	1