



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	MBA	Search Engine Optimization
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What do you mean by Google Hummingbird? How to Remove a URL from Google in less than 24
- B. What are annotations in Google analytics?
- C. Explain the Steps to generate XML sitemap and HTML sitemap?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Explain functions of search and match.
- B. Google
- C. Explain match queries.
- D. What is information retrieval?
- E. Define separate URLs.



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INTERNAL ASSIGNMENT - 2

Course	MBA	Search Engine Optimization
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Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What is the difference between domain and hoisting?
- B. What is Google Sandbox Effect and Page rank?
- C. How do you understand the time-spent on website and Page/Visit?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Define faulty redirects.
- B. Define image file.
- C. What are indexable elements?
- D. What is FAQ?
- E. Stop List and Stemming