

Question Paper

Exam Date & Time: 29-Nov-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SCHOOL OF INFORMATION SCIENCES

THIRD SEMESTER M.Sc. INFORMATION SCIENCE

Internet Marketing [MIS 609.7]

Marks: 100

Duration: 180 mins.

END SEMESTER DEGREE EXAMINATION NOVEMBER 2018

Answer all the questions.

- 1) How web search engines work? (10)
- 2) Explain the following: (10)
 - a) Keyword Frequency
 - b) Keyword Weight
 - c) Keyword Proximity
 - d) Keyword Placement
 - e) Keyword Prominence
- 3) Explain Optimized Metatags with respect to SEO. (10)
- 4) Explain Mobile SEO Techniques. (10)
- 5) Explain content development based on Page title and Meta tags. (10)
- 6) Explain content development based on key word research and specify the benefits of keyword research. (10)
- 7) What is local listing in SEO and explain the benefits of local SEO & business listings? (10)
- 8) Explain campaign setup procedure for ads? (10)
- 9) What is landing page? Explain Landing Page Optimization (LPO) and how do you improve it? (10)
- 10) Explain 4 different types of website navigation. (10)

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