

BCA (6th Semester)

030010609: DSE8 Introduction to Search Engine Optimization

Assessment Policy

Sr.No	Type	Duration	Number of Questions	Frequency	Marks of Each	Weightage	Approx. week for conduction
A1	Quiz	1 hr.	2	1	20	2X1=2	4th
A2	Open Book	1 hr.	1	1	20	2X1=2	8th
A3	Unit Test	1.5 hrs	3	2	30	3X2=6	5th, 11th
A4	Internal Exam	3 hrs	6	1	30	8X1=8	14th
A5	Presentation	20 mins		1	30	2X1=2	During the semester

Assessment Type Classification:

Assessment Code :	A1	Weightage of Content :	Unit	(%)
			1	55
			2	50
Assessment Type :	Quiz	Tentative Date :	09/01/2018	
Kind of Question Format:	Q- 1: Short answer questions(15 out of 15) [Each of 1 mark] [15 marks] Q-2: Multiple Choice Questions(5 out of 5) [Each of 1 mark] [5 Marks]			
To measure :	Knowledge			
Course Outcome :	CO1: Describe about search engine and ranking factors of website. CO7: Comprehend foreign language optimization tips and measures for spamming.			
Programme Outcome:	PO1: Ability to understand the concepts of key areas in computer science. PO2: Ability to design and develop system, component or process as well as test and maintain it so as to provide promising solutions to industry and society.			

Assessment Code :	A2	Weightage of Content :	Unit	(%)
			2	25%
			3	50%

			4	25%
Assessment Type :	Open Book	Tentative Date :	13/02/2018	
Kind of Question Format:	Q – 1: Answer the questions in detail. (4 questions of 5 marks each) Question can be based on scenario or can be based on giving justification of given statement.			
To measure :	Comprehension, Application, Analysis and Synthesis			
Course Outcome :	C01: Describe about search engine and ranking factors of website. C02: Apply URL rewriting and outline the importance of keyword research. C03: Demonstrate search engine optimization techniques to identify duplicate content over web pages. C07: Comprehend foreign language optimization tips and measures for spamming.			
Programme Outcome:	PO1: Ability to understand the concepts of key areas in computer science. PO2: Ability to design and develop system, component or process as well as test and maintain it so as to provide promising solutions to industry and society.			

Assessment Code :	A3	Weightage of Content :	Unit	(%)
			1	30%
			2	40%
			3	30%
Assessment Type :	Unit Test1	Tentative Date :	16/01/2018	
Kind of Question Format:	Q-1 a) Do as directed. (4 out of 4) [Each of 1 mark] [04 marks] b) Answer the following in brief. (3 out of 4) [Each of 2 marks] [06 marks] Q-2: Practical/Scenario based two problems with Internal Options [Each of 5 marks] [10 marks] Q- 3: Answer the following in detail. (2 out of 3) [Each of 5 marks] [10 marks]			
To measure :	Comprehension, Application, Analysis and Synthesis			
Course Outcome :	C01: Describe about search engine and ranking factors of website. C02: Apply URL rewriting and outline the importance of keyword research. C07: Comprehend foreign language optimization tips and measures for spamming			
Programme Outcome:	PO1: Ability to understand the concepts of key areas in computer science. PO2: Ability to design and develop system, component or process as well as test and maintain it so as to provide promising solutions to industry and society.			

Assessment Code :	A4	Weightage of Content :	Unit	(%)
			1	5%
			2	5%

			3	20%
			4	20%
			5	50%
Assessment Type :	Unit Test2	Tentative Date :	28/02/2018	
Kind of Question Format:	Q-1 a) Do as directed. (4 out of 4) [Each of 1 mark] [04 marks] b) Answer the following in brief. (3 out of 4) [Each of 2 marks] [06 marks] Q-2: Practical/Scenario based two problems with Internal Options [Each of 5 marks] [10 marks] Q- 3: Answer the following in detail. (2 out of 3) [Each of 5 marks] [10 marks]			
To measure :	Comprehension, Application, Analysis and Synthesis			
Course Outcome :	CO1: Describe about search engine and ranking factors of website. CO2: Apply URL rewriting and outline the importance of keyword research. CO3: Demonstrate search engine optimization techniques to identify duplicate content over web pages. CO4: Develop SEO friendly website which containing HTML or JavaScript. CO5: Illustrate benefits of White Hat SEO techniques namely web feeds, social bookmarking, sitemap and link baits. CO6: Analyze and evaluate the concept of Black Hat SEO techniques namely keyword stuffing, doorway pages, link farm, hidden text and cloaking. CO7: Comprehend foreign language optimization tips and measures for spamming.			
Programme Outcome:	PO1: Ability to understand the concepts of key areas in computer science. PO2: Ability to design and develop system, component or process as well as test and maintain it so as to provide promising solutions to industry and society. PO4: Ability to understand professional and ethical responsibility			

Assessment Code :	A5	Weightage of Content :	From all units	
Assessment Type :	Internal Examination	Tentative Date :	29/03/2018	
Kind of Question Format:	<p style="text-align: center;">Section 1</p> Q-1 (A) Do as directed: [03] Q-1(B) Answer in brief(Any two) [02] Q-2 Answer the following: [06] Q-3 Answer the following in detail. (Any 2)[04]			
	<p style="text-align: center;">Section 2</p> Q-4(A) Do as directed: [03] Q-4(B) Answer in brief(Any two) [02] Q-5 Answer the following: [06] Q-6 Answer the following in detail. (Any 2)[04]			
To measure :	Comprehension and Application			
Course Outcome :	CO1: Describe about search engine and ranking factors of website. CO2: Apply URL rewriting and outline the importance of keyword research. CO3: Demonstrate search engine optimization techniques to identify duplicate content over web pages. CO4: Develop SEO friendly website which containing HTML or JavaScript. CO5: Illustrate benefits of White Hat SEO techniques namely web feeds, social bookmarking, sitemap and link baits.			

	CO6: Analyze and evaluate the concept of Black Hat SEO techniques namely keyword stuffing, doorway pages, link farm, hidden text and cloaking. CO7: Comprehend foreign language optimization tips and measures for spamming.
Programme Outcome:	PO1: Ability to understand the concepts of key areas in computer science. PO2: Ability to design and develop system, component or process as well as test and maintain it so as to provide promising solutions to industry and society. PO4: Ability to understand professional and ethical responsibility

Assessment Code :	A6	Weightage of Content :	From all units
Assessment Type :	Self-Creation	Tentative Date :	During semester
Kind of Question Format:	<ul style="list-style-type: none"> • A group shall comprise of 3-4 members, group shall be decided by students themselves till the 1st week of the semester. • Topic must be submitted to course faculty by 3rd week of the semester. Topics of presentation may be from syllabus or may not be covered in syllabus; some of the topics are related to SEO tools. • Each group has to give presentation followed by viva. • Groups have to verify PPT of presentation one week before their presentation. • Time duration shall be of 5 minutes per student. • Presentation will be start from 4th week of the semester. • Evaluation shall be done on the following criteria: <ul style="list-style-type: none"> • Content to be cover (15 Marks) <ul style="list-style-type: none"> Introduction Demonstration Advantages/Disadvantages • Presentation Skill (10 Marks) • Viva (10 Marks) 		
To measure :	Presentation, communication skill and innovation		
Course Outcome :	CO1: Describe about search engine and ranking factors of website. CO2: Apply URL rewriting and outline the importance of keyword research. CO3: Demonstrate search engine optimization techniques to identify duplicate content over web pages. CO4: Develop SEO friendly website which containing HTML or JavaScript. CO5: Illustrate benefits of White Hat SEO techniques namely web feeds, social bookmarking, sitemap and link baits. CO6: Analyze and evaluate the concept of Black Hat SEO techniques namely keyword stuffing, doorway pages, link farm, hidden text and cloaking. CO7: Comprehend foreign language optimization tips and measures for spamming.		
Programme Outcome:	PO1: Ability to understand the concepts of key areas in computer science. PO2: Ability to design and develop system, component or process as well as test and maintain it so as to provide promising solutions to industry and society. PO4: Ability to understand professional and ethical responsibility		

UFM policy

Any ascertained fact of breaking institute policy shall be associated with one or all of the following: (i) zero marks for that CIE parameter occurrence; (ii) Restricted to appear in any further academic assessments of that same course (iii) report to the Programme Co-ordinator; (iii) report to the Director.