Assessment Policy

Course Objective: To imbibe the concepts of SEO in context of website development, and apply its techniques to improve search visibility.

Course Outcomes:
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 Outcomes:
P01: Ability to understand the concepts of key areas in computer science.
P02: 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.
P03: Effective communication and presentation skill.
P04: Ability to understand professional and ethical responsibility.
P05: Recognition of the need for life-long learning.

Program Educational Objectives:
PEO1: To provide a basic foundation in the domain of computer applications.
PEO2: To develop analytical and problem-solving skills for life-long learning in computer science.
PEO3: To provide practical skill of tools and technologies to solve real-world problems.
PEO4: To impart knowledge and inspiration to prepare and pursue further academic studies.
PEO5: To induce the consciousness of ethics and moral values to serve the industry and society.
<table>
<thead>
<tr>
<th>Assessment Level</th>
<th>Evaluation Type</th>
<th>Each of marks</th>
<th>Weightage in CIE</th>
<th>Unit Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Level</td>
<td>Quiz-1</td>
<td>20</td>
<td>2</td>
<td>Unit-1</td>
</tr>
<tr>
<td>Intermediate Level</td>
<td>Unit Test-1</td>
<td>30</td>
<td>6</td>
<td>Unit-1, Unit-2, Unit-3, Unit-4</td>
</tr>
<tr>
<td>Intermediate Level</td>
<td>Presentation</td>
<td>20</td>
<td>2</td>
<td>Topic out of syllabus but covering SEO concepts.</td>
</tr>
<tr>
<td>Intermediate Level</td>
<td>Online Examination</td>
<td>20</td>
<td>2</td>
<td>All Units</td>
</tr>
<tr>
<td>Exit Level</td>
<td>Internal</td>
<td>30</td>
<td>8</td>
<td>All Units</td>
</tr>
</tbody>
</table>

**Total CIE Weightage**: 20

**Assessment description:**

**Assessment Type**: Quiz-1

**Weightage of Content**:

<table>
<thead>
<tr>
<th>Quiz-1</th>
<th>Unit</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>100</td>
</tr>
</tbody>
</table>

**Objective**: To evaluate students understanding skills for basics concepts of Search Engine Optimization.

**Tentative Date**: 24th December, 2019

**Question types**: 20 Multiple Choice Questions (MCQ) where each Multiple Choice Questions (MCQ) consists of 1 mark. Total marks: 20

**CO Mapped**: CO1

**PO Mapped**: PO1, PO5

**PEO Mapped**: PEO1

**Question Category Mapping and its weightage**

<table>
<thead>
<tr>
<th>Question Category</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding</td>
<td>70%</td>
</tr>
<tr>
<td>Analysis</td>
<td>30%</td>
</tr>
<tr>
<td>Remembering</td>
<td>-</td>
</tr>
</tbody>
</table>
**Assessment Type:** Presentation  
**Weightage of Content:** Topic not from syllabus

**Objective:** To evaluate student’s writing, presentation skills and to promote their contribution to share course related information.

**Tentative Date:** After completion of Unit-2

**Assessment Guidelines:**
- A team shall comprise of only 3 members.
- Selected topics should be related to Search Engine Optimization.
- The team formation shall be done by students themselves till the 3rd week of the semester.
- Topic with team details must be submitted to course faculty by 4th week of the semester after due approval of course faculty.
- Topics of presentation shall be related to SEO course. Topic should not be from syllabus.
- No any teams shall have same presentation topic.
- All teams have to prepare document of selected topic in which they shall include following details:
  - Topic name
  - Team member details.
  - Content description.
  - References
  - Learning during presentation and evaluation.
  - Student has to submit the document to course teacher before presentation after verification from course teacher.
- Each team shall be given 20 minutes for presentation followed by Viva.
- All the teams have to verify their presentation one week before the presentation.
- Presentation will be start from 7th week of the semester.
- Presentation shall be conducted in classroom or in convenient time of student team and course faculty.
- All the teams have to submit soft copy of PPTs in a folder after completion of their presentation. Folder name should be as: <<Programme_Enrol1_Enrol2, Enroll_TeamNo_TopicName_DateOfPresentation>>
  - For example: BCA_002_003_004_T01_BlackHatSEO_02-02-2020
- Evaluation shall be done on the following parameters:

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Marks(20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On time topic submission</td>
<td>03</td>
</tr>
<tr>
<td>Content</td>
<td>05</td>
</tr>
<tr>
<td>Presentation skills &amp; Viva</td>
<td>12</td>
</tr>
</tbody>
</table>

**CO Mapped:** C01, C02, C03, C04, C05, C06, C07

**Applicable POs:** P01, P02, P03, P04, P05

**Applicable PEOs:** PEO1, PEO2, PEO4
Assessment Type: Unit Test-1

Weightage of Content:

| Unit Test-1 | 
| --- | --- |
| Unit | (%) |
| 1 | 10 |
| 2 | 30 |
| 3 | 30 |
| 4 | 30 |

Objective: To evaluate students' understanding, analytical, and technical writing skills for the concepts of Web searching process, URL rewriting, and SEO friendly content.

Tentative Date: As decided by examination committee.

Question types:

Q-1(A). Do as Directed.
   [All four questions are compulsory, Marks will be 4 x 1 = 4 Marks]

Q-1(B). Answer the following brief.
   [Attempt any 3 questions out of 4, Marks will be 3 x 2 = 6 Marks]

Q-2. Answer the following (Analysis type will be asked).
   [\[(A)\] Attempt any 1 question out of 2, Marks will be 1 x 5 = 5 Marks]
   [\[(B)\] Attempt any 1 question out of 2, Marks will be 1 x 5 = 5 Marks]

Q-3. Answer the following in detail.
   [Attempt any 2 questions out of 3, Marks will be 2 x 5 = 10 Marks]

Total = Q-1 + Q-2 + Q-3 = 30 Marks

CO Mapped: CO1, CO2, CO3

Applicable POs: PO1, PO2, PO5

Applicable PEOs: PEO1, PEO2

Question Category Mapping and its weightage

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<tbody>
<tr>
<td>Understanding</td>
<td>30%</td>
</tr>
<tr>
<td>Analysis</td>
<td>30%</td>
</tr>
<tr>
<td>Remembering</td>
<td>40%</td>
</tr>
</tbody>
</table>
## Objective:
To evaluate students learning regarding course which measure their remembering, understanding, analytical and technical writing skill after completion of all concepts of Search Engine Optimization.

## Tentative Date:
3rd April, 2020

## Question types:
- **Q-1 (A):** Answer in brief. Each question of 1 mark. (3 questions, marks will be 1 X 3 = 3 marks)
- **Q-1 (B):** Answer in brief. Each questions of 2 marks. (2 out of 3 questions, marks will be 1 X 2 = 2 marks)
- **Q-2:** Analysis based answer. Each questions of 3 marks. (2 out of 4 questions, marks will be 3 X 2 = 06 marks)
- **Q-3:** Answer in detail. Each questions of 2 marks. (2 out of 3 questions, marks will be 2 X 2 = 04)
- **Q-4 (A):** Answer in brief. Each question of 1 mark. (3 questions, marks will be 1 X 3 = 3 marks)
- **Q-4 (B):** Answer in brief. Each questions of 2 marks. (2 out of 3 questions, marks will be 1 X 2 = 2 marks)
- **Q-5:** Analysis based answer. Each questions of 3 marks. (2 out of 4 questions, marks will be 3 X 2 = 06 marks)
- **Q-6:** Answer in detail. Each questions of 2 marks. (2 out of 3 questions, marks will be 2 X 2 = 04)

**Total Mark:**
\[
Q-1+Q-2+Q-3+Q-4+Q-5+Q-6=05+06+04+05+06+04 = 30 \text{ marks}
\]

## CO Mapped:
CO1, CO2, CO3, CO4, CO5, CO6, CO7

## Applicable POs:
P01, P02, P04, P05

## Applicable PEOs:
PEO1, PEO2, PEO3, PEO4, PEO5

## Question Category Mapping and its weightage

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<tbody>
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<td>33%</td>
</tr>
<tr>
<td>Remembering</td>
<td>33%</td>
</tr>
</tbody>
</table>
Assessment Type: Online Examination
Weightage of Content: All Units

Objective: Promotes contribution of students in course related information and evaluate their knowledge of Search Engine Optimization through online examination.

Tentative Date: 4th March, 2020

Question types:
- Students have to appear for online examination of SEO Mini Course from below given link.
  [https://www.clickminded.com/seo-certification/](https://www.clickminded.com/seo-certification/)
  It covers Document relevance, keyword research, title tag and meta description, image alter and filename, internal links and link neighborhood.
- Student shall give examination in institute laboratory. Students will be supervised by course teacher at the time of examination.
- Students will be evaluated based on their score. Students have to submit their score card/certificate to the course teacher with screen shots.

CO Mapped: C01, C02, C03, C04, C05, C06, C07

Applicable POs: P01, P04, P05

Applicable PEOs: PEO1, PEO2, PEO4, PEO5

UFM policy:
- Any ascertained fact of breaking institute policy shall be associated with one or all of the— following: (i) zero marks for the work; (ii) report to the Course coordinator; (iii) report to the Director.