ASSESSMENT POLICY

BCA/5 Years Integrated M.C.A. (6th Semester)

Course: 030010609 / 060060607 - DSE8 Introduction to Search Engine Optimization (Th)

<table>
<thead>
<tr>
<th>Assessment Code</th>
<th>Assessment Type</th>
<th>Duration of each</th>
<th>Occurrence</th>
<th>Each of marks</th>
<th>Weightage in CIE of &lt;&lt;20 marks&gt;&gt;</th>
<th>Remarks*</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Quiz</td>
<td>55 mins.</td>
<td>1</td>
<td>20</td>
<td>3 x 1 = 3</td>
<td>Covers units-1, 2.1, 2.2, 2.4</td>
</tr>
<tr>
<td>A2</td>
<td>Unit Test</td>
<td>1.5 hrs.</td>
<td>2</td>
<td>30</td>
<td>3 x 2 = 6</td>
<td>Unit Test-1 covers units- 1, 2, 3.1, 3.2 and 3.3.  Unit test-2 covers units 1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>A3</td>
<td>Internal Examination</td>
<td>3 hrs.</td>
<td>1</td>
<td>30</td>
<td>8 x 1 = 8</td>
<td>Covers all Units</td>
</tr>
<tr>
<td>A4</td>
<td>Presentation</td>
<td>-</td>
<td>1</td>
<td>30</td>
<td>3 x 1 = 3</td>
<td>Covers all Units</td>
</tr>
</tbody>
</table>

*on coverage of units and tentative week

Assessment Type Classification:

<table>
<thead>
<tr>
<th>Assessment Code</th>
<th>Assessment Type</th>
<th>Weightage of Content</th>
<th>Unit (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Quiz</td>
<td>1</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.1, 2.2, 2.4</td>
<td>25</td>
</tr>
</tbody>
</table>

Tentative Date: 3rd week of December, 2018

Kind of Question Format:
20 Multiple Choice Questions (MCQ) where each Multiple Choice Questions (MCQ) consists of 1 mark. 30% questions shall be of remembering type in nature whereas 70% shall be of understanding type in nature to test knowledge and analytical skills.

The reference for model Quiz question paper is http://srimca.edu.in/StudentCornerIntMCA.html

To measure: Knowledge

Course Outcome:
CO1: Describe about search engine and ranking factors of website.

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 :

<table>
<thead>
<tr>
<th>Unit</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>55</td>
</tr>
<tr>
<td>3.1, 3.2, 3.3</td>
<td>20</td>
</tr>
</tbody>
</table>

Assessment Type : Unit Test 1  

Tentative Date : 16-01-2019

Kind of Question Format:

| Q-1 (A) | Short answer questions of 1 mark. 70% questions shall be of understanding type nature where as 30% shall be of analysis type to test knowledge and analytical skill with one word or a line of answer. 04 |
| Q-1 (B) | Answer to the questions in brief. Each question consists of 2 marks. Students have to attempt three questions out of four. 70% questions shall be of understanding type nature where as 30% shall be of analysis type to test knowledge and analytical skill with two or five lines of answer. 06 |
| Q-2     | (A) Answer to the questions in detail based on situation given in the questions. Each question consists of 5 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student’s analytical skill.  
(B) Answer to the questions in detail based on situation given in the questions. Each question consists of 5 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student’s analytical skill. 10 |
| Q-3     | Answer to the questions in detail. Each question consists of 5 marks. Students have to attempt any two questions out of three questions. All the three questions shall be of remembering type in nature to test the student’s conceptual clarity. 10 |

The reference for model Unit test question paper  
http://srimca.edu.in/StudentCornerIntMCA.html  
Total Mark=Q-1+Q-2+Q-3=10+10+10 = 30 marks

To measure : Knowledge

Course Outcome :  
CO1: Describe about search engine and ranking factors of website.  
CO2: Apply URL rewriting and outline the importance of keyword research.
Programme Outcome:

PO1: Proficiency in and ability to identify problems related to computer science as well as design and apply computational knowledge to solve them.

PO2: Ability to design, develop, test and maintain system, component, product or process as per needs and specification.

Assessment Code: A2

<table>
<thead>
<tr>
<th>Unit</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,2</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td>30</td>
</tr>
</tbody>
</table>

Assessment Type: Unit Test 2

Tentative Date: 19-02-2019

Kind of Question Format:

Q-1 (A) Short answer questions of 1 mark. 70% questions shall be of understanding type nature where as 30% shall be of analysis type to test knowledge and analytical skill with one word or a line of answer.

Q-1 (B) Answer to the questions in brief. Each question consists of 2 marks. Students have to attempt three questions out of four. 70% questions shall be of understanding type nature where as 30% shall be of analysis type to test knowledge and analytical skill with two or five lines of answer.

Q-2 (A) Answer to the questions in detail based on situation given in the questions. Each question consists of 5 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student’s analytical skill.

Q-2 (B) Answer to the questions in detail based on situation given in the questions. Each question consists of 5 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student’s analytical skill.

Q-3 Answer to the questions in detail. Each question consists of 5 marks. Students have to attempt any two questions out of three questions. All the three questions shall be of remembering type in nature to test the student’s conceptual clarity.

The reference for model Unit test question paper
http://srimca.edu.in/StudentCornerIntMCA.html
Total Mark=Q-1+Q-2+Q-3=10+10+10 = 30 marks

To measure: Knowledge
### 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.

### Programme Outcome:
- PO1: Proficiency in and ability to identify problems related to computer science as well as design and apply computational knowledge to solve them.
- PO2: Ability to design, develop, test and maintain system, component, product or process as per needs and specification.
- PO5: Knowledge of programming languages, database systems, operating systems, software engineering, Web & Mobile technology and relevant modern issues along with strong project development skill.

### Assessment Code:
- Assessment Code: A3
- Weightage of Content: All Units cover as per syllabus weightage
- Assessment Type: Internal
- Tentative Date: 22-03-2019

### Kind of Question Format:

<table>
<thead>
<tr>
<th>Section 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q-1 (A)</strong></td>
</tr>
<tr>
<td><strong>Q-1 (B)</strong></td>
</tr>
</tbody>
</table>
| **Q-2** | (A) Answer to the questions in detail based on situation given in the questions. Each question consists of 3 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student’s analytical skill.  
(B) Answer to the questions in detail based on situation given in the questions. Each question consists of 3 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student’s analytical skill. | 06 |
| **Q-3** | Answer to the questions in detail. Each question consists of 2 marks. Students have to attempt any two questions out of three questions. All the three questions shall be of remembering type in nature to test the student’s conceptual clarity. | 04 |
**Section 2**

| Q- 4 (A) | Short answer questions of 1 mark. 70% questions shall be of understanding type nature where as 30% shall be of analysis type to test knowledge and analytical skill with one word or a line of answer. | 03 |
| Q- 4 (B) | Answer to the questions in brief. Each question consists of 1 mark. Students have to attempt any two questions out of three. 70% questions shall be of understanding type nature where as 30% shall be of analysis type to test knowledge and analytical skill with two or five lines of answer. | 02 |
| Q-5 | (A) Answer to the questions in detail based on situation given in the questions. Each question consists of 3 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student's analytical skill. 
(B) Answer to the questions in detail based on situation given in the questions. Each question consists of 3 marks. Students have to attempt any one question out of two questions. Both the questions shall be of analysis type to test the student's analytical skill. | 06 |
| Q-6 | Answer to the questions in detail. Each question consists of 2 marks. Students have to attempt any two questions out of three questions. All the three questions shall be of remembering type in nature to test the student's conceptual clarity. | 04 |

The reference for model Internal Exam question paper
http://srimca.edu.in/StudentCornerIntMCA.html
Total Mark=Q-1+Q-2+Q-3+Q-4+Q-5+Q-6=05+06+04+05+06+04 = 30 Marks

**To measure :**

Knowledge

**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: Proficiency in and ability to identify problems related to computer science as well as design and apply computational knowledge to solve them.
- PO2: Ability to design, develop, test and maintain system, component, product or process as per needs and specification.
- PO5: Knowledge of programming languages, database systems, operating systems, software engineering, Web & Mobile technology and relevant modern issues.
## Assessment Code:
- **A4**

## Weightage of Content:
- From all units

## Assessment Type:
- **Presentation**

## Tentative Date:
- During the semester

## Kind of Question Format:
- Topics related to Search Engine Optimization.

## To measure:
- Knowledge and Analysis

### Course Outcome:

<table>
<thead>
<tr>
<th>CO1</th>
<th>Describe about search engine and ranking factors of website.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Apply URL rewriting and outline the importance of keyword research.</td>
</tr>
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<td>CO3</td>
<td>Demonstrate search engine optimization techniques to identify duplicate content over web pages.</td>
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<td>Illustrate benefits of White Hat SEO techniques namely web feeds, social bookmarking, sitemap and link baits.</td>
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<td>CO6</td>
<td>Analyze and evaluate the concept of Black Hat SEO techniques namely keyword stuffing, doorway pages, link farm, hidden text and cloaking.</td>
</tr>
<tr>
<td>CO7</td>
<td>Comprehend foreign language optimization tips and measures for spamming.</td>
</tr>
</tbody>
</table>

### Rules:

- A team shall comprise of minimum 3 and maximum 4 members.
- The team formation shall be done by students themselves till the 4th week of the semester.
- Topic must be submitted to course faculty by 5th week of the semester after due approval of course faculty.
- Topics of presentation may be from syllabus or may not be covered in syllabus. Also implementation of selected topic shall be demonstrated by students.
- No two teams shall have same presentation topic.
- 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 class or in convenient time of student team and course faculty.
- All the teams have to submit hard copy of document containing description about the topic and snapshots of demonstration, they have prepared.
- Evaluation shall be done on the following criteria:
  - Content to be Covered (15 Marks)
    - Introduction
    - Demonstration
    - Advantages/Disadvantages
  - Presentation Skill (05 Marks)
  - Viva (10 Marks)

### Programme Outcome:

| PO1 | Proficiency in and ability to identify problems related to computer science as well as design and apply computational knowledge to solve them. |
PO2: Ability to design, develop, test and maintain system, component, product or process as per needs and specification.

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.