

M.Sc(C.A) 2nd Semester

040020213: Search Engine Optimization

Assessment Policy

Assessment Code	Assessment Type	Duration of each	Occurrence	Each of marks	Weightage in CIE of 40 marks	Remark
A1	Internal	3 hours	1	60	17 x 1 = 17	After completion of all Unit
A2	Unit Test	1.5 hours	2	30	6 x 2 = 12	After completion of Unit 1 and 2
						After completion of Unit 3,4 and 5
A3	Quiz	50 Mins.	1	20	5 x 1 = 5	After completion of each Unit 2 and 3
A4	Presentation	20 Mins.	1	30	6 x 1 = 6	During Semester

Assessment Type Classification:

Assessment Code :	A1	Coverage of Content :	All unit
Assessment Type :	Internal	Tentative Date :	30 th May, 2015
Kind of Question Format :	Q.1 A) Do as directed (4 questions of 1 mark each) B) Answer the following in brief. (Attempt any 3 out of 4 questions, 2 marks each.) Q.2 (A) and (B) Answer the following.(5 marks each.) Q.3 Answer the following in detail.(Attempt any 2 out of 3 questions, 5 marks each.) Q.4 A) Do as directed (4 questions of 1 mark each) B) Answer the following in brief. (Attempt any 3 out of 4 questions, 2 marks each.) Q.5 (A) and (B) Answer the following.(5 marks each.) Q.6 Answer the following in detail.(Attempt any 2 out of 3 questions, 5 marks each.)		
Assessment :	Formative		
To measure :	Knowledge, Comprehension, Analysis		
Outcome :	CO1: Describe about search engine and ranking factors of website. CO2: Describe URLs and URL rewriting, its problems and solutions using redirection techniques. CO3: Identify that when search engine consider content as a duplicate content and techniques to avoid it. CO4: Describe the concept of web feeds, black hat SEO and able to implement RSS feeds and syndication. CO5: Describe benefits of sitemap, Cloaking and link baits as well as its designing process. CO6: Design SEO friendly website.		

Assessment Code :	A2	Coverage of Content :	Unit 1 and 2
Assessment Type :	Unit Test 1	Tentative Date :	19 th February, 2015
Kind of Question Format :	Q.1 A) Do as directed (4 questions of 1 mark each) B) Answer the following in brief. (Attempt any 3 out of 4 questions, 2 marks each.) Q.2 (A) and (B) Answer the following.(5 marks each.)		

	Q.3 Answer the following in detail.(Attempt any 2 out of 3 questions, 5 marks each.)
Assessment :	Formative
To measure :	Comprehension, Analysis
Outcome :	CO1: Describe about search engine and ranking factors of website. CO2: Describe URLs and URL rewriting, its problems and solutions using redirection techniques. CO3: Identify that when search engine consider content as a duplicate content and techniques to avoid it. CO6: Design SEO friendly website.

Assessment Code :	A2	Coverage of Content :	Unit 3, 4, 5
Assessment Type :	Unit Test 2	Tentative Date :	6 th April, 2015
Kind of Question Format :	Q.1 A) Do as directed (4 questions of 1 mark each) B) Answer the following in brief. (Attempt any 3 out of 4 questions, 2 marks each.) Q.2 (A) and (B) Answer the following.(5 marks each.) Q.3 Answer the following in detail.(Attempt any 2 out of 3 questions, 5 marks each.)		
Assessment :	Formative		
To measure :	Comprehension, Analysis		
Outcome :	CO4: Describe the concept of web feeds, black hat SEO and able to implement RSS feeds and syndication. CO5: Describe benefits of sitemap, Cloaking and link baits as well as its designing process. CO6: Design SEO friendly website.		

Policy for Bonus: Bonus of 10% of total CIE (such that total marks shall not exceed maximum marks of CIE) will be awarded if scores 20 or above in both unit test.

Assessment Code :	A2	Coverage of Content :	Unit 2 and 3
Assessment Type :	Quiz 1	Tentative Date :	13 th March, 2015
Kind of Question Format :	1) Multiple Choice (40 questions each of ½ marks)		
Assessment :	Online		
To measure :	Knowledge		
Outcome :	CO3: Identify that when search engine consider content as a duplicate content and techniques to avoid it. CO4: Describe the concept of web feeds, black hat SEO and able to implement RSS feeds and syndication.		

Assessment Code :	A4	Coverage of Content :	All unit
Assessment Type :	Presentation	Tentative Date:	During semester
Rules:	<ul style="list-style-type: none"> The student shall form a team by themselves during the 4th week of the semester. Each group consist minimum 4 and maximum 5 members from same division. Topic must be submitted to course faculty by 9th February, 2015. Each group have to give presentation followed by viva. Group have to submit presentation after completion of their presentation. 		
To measure :	Knowledge, Comprehension, Analysis		

Outcome :	CO1: Describe about search engine and ranking factors of website. CO2: Describe URLs and URL rewriting, its problems and solutions using redirection techniques. CO3: Identify that when search engine consider content as a duplicate content and techniques to avoid it. CO4: Describe the concept of web feeds, black hat SEO and able to implement RSS feeds and syndication. CO5: Describe benefits of sitemap, Cloaking and link baits as well as its designing process. CO6: Design SEO friendly website.
Policy for Penalty :	10% of weightage of presentation for maximum three days after the presentation date. No submission presentation shall be accepted thereafter with the corresponding mark set to 0.

UFM:

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.