

Q.5	i.	Describe the types of display campaigns and their key features.	4	2	2
	ii.	Differentiate between the settings used for search campaigns and display campaigns in online advertising.	6	2	1
OR	iii.	How can advertisers effectively place display ads on relevant websites using display banner tools?	6	2	1
Q.6		Attempt any two:			
	i.	Discuss the strategies and best practices for optimizing search and display campaigns at the time of their creation.	5	5	2
	ii.	Explain the importance of Click-Through Rate (CTR) and quality score in the optimization of online advertising campaigns.	5	5	3
	iii.	Explain how to detect and address fraudulent clicks in search and display campaigns	5	5	2

*Total No. of Questions: 6**Total No. of Printed Pages: 4***Enrollment No.....**

MEDICAPS
UNIVERSITY

**Faculty of Management Studies
End Sem Examination May 2025**

MS3ED10 Display Advertising

Programme: BBA Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- | | | Marks | CO | BL |
|-----|------|---|-----------|-----------|
| Q.1 | i. | The fastest growing form of online advertising is ____. | | |
| | | 1 | 1 | 1 |
| | (a) | Banner ads | | |
| | (b) | Pop-up ads | | |
| | (c) | Rich media/video ads | | |
| | (d) | Pop-under ads | | |
| | ii. | What is the term for ads that are placed within mobile apps? | | |
| | | 1 | 1 | 1 |
| | (a) | Mobile advertising | | |
| | (b) | In-app advertising | | |
| | (c) | Native advertising | | |
| | (d) | Video advertising | | |
| | iii. | Which type of contextual advertising matches ads to the content of a webpage by analyzing the text within that content? | | |
| | | 1 | 2 | 1 |
| | (a) | In-text Ads | | |
| | (b) | In-image Ads | | |
| | (c) | In-video Ads | | |
| | (d) | In-page Ads | | |
| | iv. | Which of the following is not a type of ad extension in digital advertising? | | |
| | | 1 | 2 | 2 |
| | (a) | Sitelink extensions | | |
| | (b) | Call extensions | | |
| | (c) | Location extensions | | |
| | (d) | Keyword extensions | | |

	[2]		[3]
v.	Which of the following statements best describes a flexible bid strategy in Google Ads?	1 4 1	x. Why are Click-Through Rate (CTR) and Quality Score important in the optimization of a Google Ads campaign?
	(a) A bidding strategy that sets a fixed cost-per-click (CPC) for all keywords		(a) They directly influence the visual design of your ads
	(b) A bidding strategy that adjusts bids automatically based on real-time data to achieve a specific goal		(b) They determine the geographic locations where your ads will be shown
	(c) A manual bidding strategy that allows advertisers to set different bids for each individual keyword		(c) They impact on your ad's position and cost-per-click (CPC) in the auction
	(d) A strategy that only focuses on maximizing the number of clicks regardless of cost		(d) They decide the number of keywords you can target in a campaign
vi.	Which metric is most commonly used to measure the return on investment (ROI) of an online advertising campaign?	1 4 1	Q.2 i. Define online advertising and list two types of online advertising.
	(a) Click-Through Rate (CTR)		ii. Describe three types of display advertising: Banner Ads, Rich Media Ads, and Pop-ups/Popunders.
	(b) Cost-Per-Click (CPC)		iii. Discuss the future of online advertising, highlighting key trends and potential developments.
	(c) Conversion Rate		OR iv. Discuss the advantages and challenges of online advertising, provide suitable examples to support your answer.
	(d) Return on Ad Spend (ROAS)		
vii.	Which of the following settings is unique to display campaigns but not typically available in search campaigns?	1 4 2	Q.3 i. What is the primary difference between in-text ads and in-image ads in contextual advertising?
	(a) Keyword targeting (b) Audience targeting		ii. Explain the different types of location targeting used in online advertising and their benefits.
	(c) Ad scheduling (d) Bid adjustments		OR iii. Explain the concept of remarketing in online advertising and discuss the different types of ad extensions available in search advertising.
viii.	When setting up ad placements for a display banner, what is the primary factor to consider for ensuring the ads are shown on relevant websites?	1 4 2	Q.4 i. Explain the Cost-Per-Click (CPC) bidding strategy.
	(a) Ad format (b) Audience interests		ii. Describe different types of bidding strategies used in online advertising, including advanced-level and flexible bid strategies.
	(c) Bid strategy (d) Geographic location		OR iii. Explain the methods used to track and measure the Return on Investment (ROI) of online advertising campaigns.
ix.	When optimizing a campaign via ad groups, which strategy is most effective in improving the performance of your ads?	1 5 1	
	(a) Pausing underperforming ad groups and focusing only on the top-performing one		
	(b) Creating separate ad groups for different audience segments		
	(c) Increasing the bids across all ad groups equally		
	(d) Using the same ads in every ad group to maintain consistency.		

Marking Scheme

MS3ED10 (T) Display Advertising (T)

- Q.1 i) The fastest growing form of online advertising is **c)rich media/video ads** **1**
- ii) What is the term for ads that are placed within mobile apps? **b)In-app advertising** **1**
- iii) Which type of contextual advertising matches ads to the content of a webpage by analyzing the text within that content? **a)In-text Ads** **1**
- iv) Which of the following is NOT a type of ad extension in digital advertising? **d)Keyword extensions** **1**
- v) Which of the following statements best describes a flexible bid strategy in Google Ads? **b)A bidding strategy that adjusts bids automatically based on real-time data to achieve a specific goal** **1**
- vi) Which metric is most commonly used to measure the return on investment (ROI) of an online advertising campaign? **d)Return on Ad Spend (ROAS)** **1**
- vii) Which of the following settings is unique to Display Campaigns but not typically available in Search Campaigns? **b)Audience Targeting** **1**
- viii) When setting up ad placements for a display banner, what is the primary factor to consider for ensuring the ads are shown on relevant websites? **b)Audience Interests** **1**
- ix) When optimizing a campaign via ad groups, which strategy is most effective in improving the performance of your ads? **b)Creating separate ad groups for different audience segments** **1**
- x) Why are Click-Through Rate (CTR) and Quality Score important in the optimization of a Google Ads campaign? **c)They impact your ad's position and cost-per-click** **1**

(CPC) in the auction

- Q.2 i. Define online advertising **2**
 (1 mark)
 Two types of online advertising **2**
 (1 mark)
- ii. Three types of display advertising: Banner Ads, Rich Media Ads, and Pop-ups/Popunders **3**
 (3*1 mark)
- iii. Future of online advertising, highlighting key trends and potential developments **5**
- OR iv. Advantages of online advertising **5**
 (2 marks)
 Challenges of online advertising **5**
 Suitable examples
- Q.3 i. Primary difference between in-text ads and in-image ads in contextual advertising **2**
 (5 marks)
- ii. Different types of location targeting used in online advertising **8**
 (3 marks)
 Benefits of location targeting **8**
 (5 marks)
- OR iii. Concept of remarketing in online advertising **8**
 (3 marks)
 Different types of ad extensions available in search advertising. **8**
 (5 marks)
- Q.4 i. Cost-Per-Click (CPC) bidding strategy **3**
 ii. Different types of bidding strategies used 2marks in online advertising, including advanced-level and 2.5 marks flexible bid strategies. 2.5 marks **7**
 (3.5 marks)
- OR iii. Methods used to track and measure the Return on Investment **7**
 3.5 marks
 (ROI) of online advertising campaigns. 3.5 marks
- Q.5 i. Types of display campaigns **4**
 (2 marks)
 Key features of display campaigns **4**
 (2 marks)
- ii. Differentiate between the settings used for Search Campaigns and Display Campaigns in online **6**

[2]

[3]

- advertising.
- OR iii. Advertisers effectively placing display ads on relevant websites using display banner tools **6**
- Q.6 i. Strategies and best practices for optimizing Search and Display campaigns at the time of their creation. **5**
- ii. Importance of Click-Through Rate (CTR) (2.5 marks)
Importance of Quality Score in the optimization of online advertising campaigns.
(2.5 marks)
- iii. Detect and address fraudulent clicks in Search and Display campaigns **5**
