Enrollment No.....................................

Faculty of Management Studies
End Sem (Even) Examination May-2019
MS3EG10 Fundamentals of Ad Words
Programme: BBA   Branch/Specialisation: Management / DM

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.

Q.1 i.   What is the Max. characters limit for Headline of AdWords text ad?   **1**
          (a) 15 Characters   (b) 25 Characters
          (c) 35 Characters   (d) 45 Characters

     ii. A jewellery store wants to show image ad announcing the new   **1**
          collections to people who are browsing websites about diamond
          jewellery. Which campaign type is a good fit?
          (a) "Display Network only - All features"
          (b) "Search Network only - Standard"
          (c) "Search Network only - All features"
          (d) "Shopping"

     iii. What is CPM?   **1**
          (a) Cost Per Max   (b) Cost Per Million
          (c) Cost Per Micro.   (d) Cost Per thousand Impression

     iv. How many maximum campaigns per account can be allowed in   **1**
          Google Ads account?
          (a) 10,000   (b) 20,000   (c) 30.000   (d) 40,000

     v.   Which of the following component not considered for Quality   **1**
          Score?
          (a) Cost per click (CPC) bid   (b) Landing Page Experience
          (c) Expected CTR   (d) Ad Relevance

     vi. If 75000 people enter keywords into Google that invoke your   **1**
          Google ad, but 750 of those people then click on your ad to view
          your site, what is your CTR?
          (a) 0.0001   (b) 0.01   (c) 0.0011   (d) 0.1

vii. Conversion Tracking helps to improve the Return on Investment **1**
(ROI) from online advertising because it:
(a) Shows which ads lead to customer actions that have value for your business
(b) Automatically gives personal details about the people who convert
(c) Focuses on getting customers to complete an online purchase
(d) None of these

viii. An advertiser has decided that they want to spend Rs.1216 per **1**
month for their campaign. How would you recommend they set their daily budget in their AdWords account?
(a) Set a daily budget of Rs.20
(b) Set a daily budget of Rs.30
(c) Set a daily budget of Rs.40
(d) Set a daily budget of Rs.50

ix. In Google analytics, a session can last for _____minutes, even if **1**
you do not do any activity.
(a) 20　　　(b) 30　　　(c) 40　　　(d) 60

x. The percentage of users who leave the website without visiting any **1**
other page is known as
(a) Landing Page
(b) Bounce Rate
(c) Click through rate (CTR)
(d) Return on Investment (ROI)

Q.2 i. Explain the basic concept of AdWords? **2**
ii. Mention any three benefits of using Google AdWords. **3**
iii. Differentiate between Cost-per-click (CPC) & Click through rate **5**
(CTR).
OR iv. What do you mean by Google advertising network? Also mention **5**
the difference between Google search network and Google display network.

Q.3 i. Explain the term Keyword planner & Display planner. **2**

ii. How many types of AdWords campaign are there? Explain how **8**
they work?
OR iii. What is meant by Targeting in an advertising campaign? Explain **8**
different types of targeting with examples.

Q.4 i. Explain the term Ad Rank. **3**
ii. Discuss in detail about Image ads, Video ads and Mobile ads with **7**
examples.
OR iii. How bidding helps in controlling advertising costs. Also explain **7**
CPC, CPM and CPA bidding.

Q.5 i. Discuss any four Tricks for increasing Traffic. **4**
ii. "Conversion Tracking is the key to increase Return on Investment **6**
(ROI)". Elaborate this statement for invest wisely to boost ROI.
OR iii. What is meant by Return on Ad Spent (ROAS)? Explain different **6**
Optimization Strategies to improve ad performance.

Q.6 Attempt any two:
i. Elaborate the concept of Google Analytics with their features. **5**
ii. How an Advertising Campaign can be tracked. **5**
iii. Briefly Discuss the procedure for Google Analytics Settings. **5**

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Marking Scheme
MS3EG10 Fundamentals of Ad Words

Q.1 i. What is the Max. characters limit for Headline of AdWords text ad? **1**
(b) 25 Characters

ii. A jewellery store wants to show image ad announcing the new **1** collections to people who are browsing websites about diamond jewellery. Which campaign type is a good fit?
(a) "Display Network only - All features"

iii. What is CPM? **1**
(d) Cost Per thousand Impression

iv. How many maximum campaigns per account can be allowed in **1** Google Ads account?
(a) 10,000

v. Which of the following component not considered for Quality **1** Score?
(a) Cost per click (CPC) bid

vi. If 75000 people enter keywords into Google that invoke your **1** Google ad, but 750 of those people then click on your ad to view your site, what is your CTR?
(b) 0.01

vii. Conversion Tracking helps to improve the Return on Investment (ROI) from online advertising because it:
(a) Shows which ads lead to customer actions that have value for your business

viii. An advertiser has decided that they want to spend Rs.1216 per **1** month for their campaign. How would you recommend they set their daily budget in their AdWords account?
(c) Set a daily budget of Rs.40

ix. In Google analytics, a session can last for _____minutes, even if **1** you do not do any activity.
(b) 30

x. The percentage of users who leave the website without visiting any **1** other page is known as
(b) Bounce Rate

Q.2 i. Basic concept of AdWords **2**
Any two points 1 mark for each (1 mark * 2)

ii. Any three benefits of using Google AdWords. **3**
1 mark for each (1 mark * 3)

iii. Differences b/w Cost-per-click (CPC) & Click through rate (CTR) **5**
Any five differences 1 mark for each (1 mark * 5)

OR iv. Google advertising network 2 marks **5**
Difference between Google search network and Google display network. 3 marks

Q.3 i. Keyword planner 1 mark **2**
Display planner 1 mark

ii. Types of AdWords campaign 3 marks **8**
Explanation on working 5 marks

OR iii. Targeting in an advertising campaign 2 marks **8**
Four types of targeting with examples.
1.5 marks for each (1.5 mark * 4) 6 marks

Q.4 i. Ad Rank. **3**
Any three points 1 mark for each (1 mark * 3)

ii. Image ads 2 marks **7**
Video ads 2 marks
Mobile ads 2 marks
Examples 1 mark

OR iii. Bidding helps in controlling advertising costs **7**
1 mark
CPC 2 marks
CPM 2 marks
CPA 2 marks

Q.5 i. Any four Tricks for increasing Traffic **4**
1 mark for each trick (1 mark * 4)

ii. Conversion Tracking 2 marks **6**
Explanation for invest wisely to boost ROI 4 marks

OR iii. Meaning of Return on Ad Spent 2 marks **6**
Optimization Strategies 4 marks

Q.6 Attempt any two:
i. Concept of Google Analytics 2 marks **5**
Features 3 marks

ii. How an Advertising Campaign can be tracked **5**
Explanation 4 marks
Example 1 mark

iii. Procedure for Google Analytics Settings **5**
Explanation of procedure 4 marks
Example 1 mark

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