

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

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.

- Q.1 i. Which of the following is the correct depiction of digital marketing? **1**  
 (a) E-mail marketing (b) Social media marketing  
 (c) Web marketing (d) All of these
- ii. Which of the following is not a type of digital marketing activity? **1**  
 (a) e-marketing (b) Social marketing  
 (c) Print advertising (d) Internet marketing
- iii. Can you use the same keywords in different ad groups? **1**  
 (a) Yes, except for the first week of your campaign  
 (b) No, never  
 (c) No, except for phrase  
 (d) Yes, always
- iv. What is contextual advertising? **1**  
 (a) Targets ads to people based on demographic information  
 (b) Targets visitors on keywords-scans, & matches to user  
 (c) Targets visitors based on user searches or pages visited  
 (d) Targeting content contains specific keywords promoted tweet
- v. Which of the following metric is used for tracking the status of email marketing? **1**  
 (a) Conversion rate (b) Open rate  
 (c) Bounce rate (d) All of these
- vi. What is digital marketing ROI? **1**  
 (a) Digital marketing ROI is the measure of the profit that you generate on your digital marketing campaigns  
 (b) Digital marketing ROI is the measure of the loss that you generate on your digital marketing campaigns  
 (c) Either (a) or (b)  
 (d) None of these

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vii.	What can be the ideal approach for effective PPC campaigns?	1	
	(a) Add more PPC keywords to expand the reach		
	(b) Split ads into smaller segments to have a better Click Through Rate (CTR)		
	(c) Review non-performing PPC keywords		
	(d) All of these		
viii.	_____ research is done to know the reach and impact of Ad Campaign.	1	
	(a) Effectiveness		(b) Post – test
	(c) Feedback		(d) Pre test
ix.	Which of the following is the correct depiction of optimization strategy?	1	
	(a) Orange hat techniques		(b) Grey hat techniques
	(c) Shady hat techniques		(d) Blue hat techniques
x.	One campaign shows a very high numbers of clicks, but a very low conversion rate for a specific placement. Without changing the network settings or ad group contents. Then advertiser cloud-	1	
	(a) Lower bids in affected ad groups		
	(b) Move affected ad groups to a different campaign		
	(c) Exclude the site using the site exclusion tool		
	(d) Pause affected ad groups		
Q.2	i. Write about different types of online advertising.	2	
	ii. What are the different types of banner ads?	2	
	iii. What is rich media? Differentiate standard and rich media creative.	4	
OR	iv. Explain different advantages and challenges of online advertising in today scenario.	4	
Q.3	i. What are different types of ad extensions? Write benefits of using ad extensions.	3	
	ii. How does contextual advertising work?	5	
OR	iii. What is location targeting? Explain with example types of targeted advertising.	5	
Q.4	i. What are the challenges of measuring marketing ROI?	3	
	ii. Explain term bidding strategy with example. Also write some smart bidding strategies.	5	
OR	iii. Ad ONE – Paying on a CPC basis (\$1 per click): 10,000 impressions and 40 clicks costs \$40 (CPC=\$1)	5	
	Ad TWO – Paying on CPM basis (\$3 per 1,000 impressions): 10,000		

		[3]	
	impressions and 40 clicks costs \$30 (CPC=\$0.75)		
	In the above example, both campaigns have received the same amount of impressions and clicks. They have a CTR of 0.40% which is quite good for display advertising.		
Q.5	i. What is mobile app engagement?	2	
	Attempt any two:		
	ii. Write any two most successful social media campaign.	3	
	iii. What are display banner tools? Write uses.	3	
	iv. Write about ad-scheduling and ad-delivery.	3	
Q.6	Attempt any two:		
	i. Write steps / tips to optimize advertising campaign.	4	
	ii. What is click fraud? How can click fraud be detected?	4	
	iii. What is the formula to find CTR (Click Through Rate)? Does CTR help in improving the quality score?	4	
Q.7	In the 1980s, Coke’s biggest rival, Pepsi, was aggressively targeting it. This caused Coca-Cola to reevaluate its offerings. Eventually, the company decided to concoct a new, sweeter soda. They called it simply New Coke. Unfortunately, the public didn’t take too kindly to the new beverage. But Coke’s executives didn’t let the mishap derail their success. Quickly, management decided to pull New Coke and replace it with the older, established formula. Lo and behold, Coca-Cola Classic was born, and Coke maintained its market dominance. Just as quickly as Coke changed to accommodate its customers’ sweeter palates, it changed direction again when it realized it made the wrong move. This is how Coca-Cola listened to its customers and enacted change.	10	
	(a) Design Social Media Campaign for successful promotion of new Coke on social media.		
	(b) Write a Punch line to promote product on social media.		

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BBB.

- Q1
- i) d.
  - ii) c
  - iii) d.
  - iv) c.
  - v) d.
  - vi) a.
  - vii) d.
  - viii) b.
  - ix) (a).
  - x) c.

- Q2
- (i) 4 types of online advertising - ②
  - (ii) 4 types of banner ads - 2
  - (iii) Rich media - 2  
2 difference - 2 - 4
  - (iv) 4 Adv & challenges - 4

- Q3
- (i) Any 3 types - 2  
benefit - 1 - 3
  - (ii) Contextual adv work - 5
  - (iii) location targeting - 2  
egs. - 1 - 5  
types - 2

- Q4
- (i) 3 challenges - 3
  - (ii) def<sup>n</sup> bidding strategy - 1  
eg. - 1 - 5  
strategies - 3
  - (iii) As per solution - 5

- Q5
- (i) mobile app engagement - 1
  - (ii) 2 campaigns 1.5 + 1.5 - 3
  - (iii) 3 Use of banner tools - 3

(v) Ad scheduling & ad delivery  $1.5 + 1.5 = 3$

Q6 - (i) steps to optimize campaign - 4.

(ii) Click fraud def<sup>n</sup>. 2 — 4.

(iii) detection. 2

CTR — 2

use of CTR — 2 — 4.

Q7 - As per content — 10.