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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

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Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



**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			

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- v. Which of the following statements best describes a flexible bid strategy in Google Ads? **1 4 1**
- (a) A bidding strategy that sets a fixed cost-per-click (CPC) for all keywords
- (b) A bidding strategy that adjusts bids automatically based on real-time data to achieve a specific goal
- (c) A manual bidding strategy that allows advertisers to set different bids for each individual keyword
- (d) A strategy that only focuses on maximizing the number of clicks regardless of cost
- vi. Which metric is most commonly used to measure the return on investment (ROI) of an online advertising campaign? **1 4 1**
- (a) Click-Through Rate (CTR)
- (b) Cost-Per-Click (CPC)
- (c) Conversion Rate
- (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**
- (a) Keyword targeting (b) Audience targeting
- (c) Ad scheduling (d) Bid adjustments
- 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**
- (a) Ad format (b) Audience interests
- (c) Bid strategy (d) Geographic location
- 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.

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- x. Why are Click-Through Rate (CTR) and Quality Score important in the optimization of a Google Ads campaign? **1 5 1**
- (a) They directly influence the visual design of your ads
- (b) They determine the geographic locations where your ads will be shown
- (c) They impact on your ad's position and cost-per-click (CPC) in the auction
- (d) They decide the number of keywords you can target in a campaign
- Q.2 i. Define online advertising and list two types of online advertising. **2 1 1**
- ii. Describe three types of display advertising: Banner Ads, Rich Media Ads, and Pop-ups/Pop-unders. **3 3 1**
- iii. Discuss the future of online advertising, highlighting key trends and potential developments. **5 3 2**
- OR iv. Discuss the advantages and challenges of online advertising, provide suitable examples to support your answer. **5 1 2**
- Q.3 i. What is the primary difference between in-text ads and in-image ads in contextual advertising? **2 2 2**
- ii. Explain the different types of location targeting used in online advertising and their benefits. **8 2 2**
- OR iii. Explain the concept of remarketing in online advertising and discuss the different types of ad extensions available in search advertising. **8 3 2**
- Q.4 i. Explain the Cost-Per-Click (CPC) bidding strategy. **3 4 2**
- ii. Describe different types of bidding strategies used in online advertising, including advanced-level and flexible bid strategies. **7 4 2**
- OR iii. Explain the methods used to track and measure the Return on Investment (ROI) of online advertising campaigns. **7 4 2**

## Marking Scheme

### MS3ED10 (T) Display Advertising (T)

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

### (CPC) in the auction

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

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- OR    iii.    advertising.  
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)    **5**  
              (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**

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