

Enrollment No.....



Faculty of Management Studies
End Sem (Even) Examination May-2022
MS3ED10 Display Advertising

Programme: BBA

Branch/Specialisation: 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 are banner ad networks? **1**
 (a) Multimedia broadcasting networks
 (b) Social networks based on banner ad best practices
 (c) Networks that act as brokers between advertisers and publishers
 (d) Networks that compile and share banner advertising advice
- ii. What term describes the tendency of web visitors to ignore banner ads? **1**
 (a) Ad Aware (b) eFilter
 (c) Banner Block (d) Banner Blindness
- iii. _____ advertising is a form of contextual advertising where specific keywords within the text of a webpage are matched with advertising and/or related information units. **1**
 (a) In-text (b) Display
 (c) Online (d) None of these
- iv. A feature that shows extra business information with your ad, like an address, phone number, store rating, or more webpage links is called: **1**
 (a) In text advertisement (b) Ad extension
 (c) SEO (d) SEM
- v. CPC expands to: **1**
 (a) Cost per click (b) Cost post click
 (c) Cost per company (d) Click per cost
- vi. Which of the following is/are automated bid strategies? **1**
 (a) Target cost per acquisition (b) Enhanced cost per click
 (c) Both (a) and (b) (d) None of these

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- vii. _____allows you to display ads or change bids during certain times. **1**
 (a) Ad delivery (b) Ad graph
 (c) Ad schedule (d) Ad words
- viii. _____refers to the location a display ad will be shown. **1**
 (a) Ad placement (b) Ad delivery
 (c) Ad schedule (d) All of these
- ix. _____is the number of clicks that your ad receives divided by the number of times your ad is shown. **1**
 (a) Click to response (b) Click to repair
 (c) Create to repair (d) Clickthrough rate
- x. _____is Google's rating of the overall user experience that your ads and landing pages provide when users search for your keyword(s). **1**
 (a) Quality Score (b) Quantity Score
 (c) Quantitative score (d) None of these
- Q.2 i. Define online advertising. **2**
 ii. What are the advantages of practising online advertising? Also state any four challenges that marketers face while practising it. **8**
- OR iii. What are the various types of online advertising that are practised at present? Explain any four with examples. **8**
- Q.3 i. Define location targeting with one example. **3**
 ii. Define and explain contextual advertising using with four examples. **7**
- OR iii. Define the concept of remarketing. Explain its utility using Amazon's example in detail. **7**
- Q.4 i. Define pay per click advertising. **3**
 ii. Explain how you can measure or track return on investment (ROI) of online advertising activities? **7**
- OR iii. Explain the concept of bidding for online advertising. Explain any two types of bidding strategies. **7**
- Q.5 i. How do mobile apps measure engagement? (Name only 2 parameters/metrics) **2**

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- ii. Differentiate between in search and display campaign settings. **8**
- OR iii. Explain the meaning and significance of ad placement in online marketing. **8**
- Q.6 i. What are display campaigns? **3**
 ii. Define click through rate and also explain four ways to improve click through rate. **7**
- OR iii. Explain the importance of click through rate for businesses. **7**

Marking Scheme

MS3ED10 Display Advertising

Q.1	i.	What are banner ad networks?	1
		(c) Networks that act as brokers between advertisers and publishers	
	ii.	What term describes the tendency of web visitors to ignore banner ads?	1
		(d) Banner Blindness	
	iii.	_____advertising is a form of contextual advertising where specific keywords within the text of a webpage are matched with advertising and/or related information units.	1
		(a) In-text	
	iv.	A feature that shows extra business information with your ad, like an address, phone number, store rating, or more webpage links is called:	1
		(b) Ad extension	
	v.	CPC expands to:	1
		(a) Cost per click	
	vi.	Which of the following is/are automated bid strategies?	1
		(c) Both (a) and (b)	
	vii.	_____allows you to display ads or change bids during certain times.	1
		(c) Ad schedule	
	viii.	_____refers to the location a display ad will be shown.	1
		(a) Ad placement	
	ix.	_____is the number of clicks that your ad receives divided by the number of times your ad is shown.	1
		(d) Clickthrough rate	
	x.	_____is Google's rating of the overall user experience that your ads and landing pages provide when users search for your keyword(s).	1
		(a) Quality Score	
Q.2	i.	Definition of online advertising.	2
	ii.	Any four advantages of practising online advertising	8
		1 mark for each (1 mark * 4)	4 marks
		Any four challenges that marketers face while practising it.	
		1 mark for each (1 mark * 4)	4 marks
OR	iii.	Types of online advertising	8
		1 mark for each (1 mark * 4)	4 marks
		Any four examples	
		1 mark for each (1 mark * 4)	4 marks

Q.3	i.	Definition of location targeting	2 marks	3
		One example	1 mark	
	ii.	Definition of contextual advertising	3 marks	7
		Four examples		
		1 mark for each (1 mark * 4)	4 marks	
OR	iii.	Definition of remarketing	3 marks	7
		Its utility using Amazon's example	4 marks	
Q.4	i.	Definition of pay per click advertising.		3
	ii.	Return on investment of online advertising definition		7
			3 marks	
		ROI measurement	4 marks	
OR	iii.	Definition of online bidding	3 marks	7
		Any two types of bidding strategies		
		2 marks for each (2 marks * 2)	4 marks	
Q.5	i.	Apps measure engagement		2
	ii.	Differentiate between in search and display campaign settings.		8
		4 parameters 2 marks for each	(2 marks * 4)	
OR	iii.	Meaning of ad placement	3 marks	8
		Significance of ad placement	5 marks	
Q.6	i.	Display campaigns explanation		3
	ii.	Definition of click through rate	3 marks	7
		Four ways to improve click through rate		
		1 mark for each (1 mark * 4)	4 marks	
OR	iii.	Importance of click through rate for businesses.		7
		1 mark for each	(1 mark * 7)	
