

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3ED13 Fundamentals of Ad Words

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. Google AdWords is also known as - **1**
 (a) Google Words (b) Google One
 (c) Google Ads (d) Google Marketing
- ii. Digital marketing relies heavily on _____. **1**
 (a) Google search engine (b) Search engine optimization
 (c) Google AdWords (d) Social media marketing
- iii. Essentially, Google makes money from the searches by charging the advertisers a fee for those _____. **1**
 (a) Numbers (b) Clicks (c) Prices (d) Dates
- iv. A _____ is a word or phrase that a user enters into a search engine to find information. **1**
 (a) Text (b) Keyword (c) AdWords (d) Search Engine
- v. To save wasted clicks, ad texts should include: **1**
 (a) Store locations (b) Competitor pricing
 (c) Prices and promotions (d) Similar products
- vi. What is the maximum number of AdWords ads that could show on the first page of desktop search results? **1**
 (a) 11 (b) 2 (c) 4 (d) 3
- vii. What is a bidding option? **1**
 (a) A way to let your customers make bids on an online auction
 (b) A way to control the cost of your campaign
 (c) A way to let your ads show on iPhones
 (d) All of these
- viii. Which of the following is not a website that Google AdWords is featured on? **1**
 (a) Google search (b) Youtube
 (c) Yahoo (d) Google news

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- ix. If your daily budget is \$100 and you have a click bid amount of \$.25, what would the maximum number of clicks you could expect to get each day? **1**
 (a) 500 (b) 200 (c) 100 (d) 400
- x. Which of the following can be found in the tools and analysis tab? **1**
 (a) Account preferences (b) Keyword tool
 (c) Ad groups (d) Billing summary
- Q.2 i. What are google ads? **2**
 ii. How do google ads work? Give three working steps over it. **3**
 iii. Give five benefits of google AdWords. **5**
- OR iv. Differentiate between google search network and google display network. Give five differences. **5**
- Q.3 i. Explain keyword planner and display planner as a tool for planning a campaign. **2**
 ii. How many types of ad-campaigns are there? Explain with examples. **8**
- OR iii. Describe various types of targeting with examples. **8**
- Q.4 i. Describe any three important elements of quality score. **3**
 ii. Write short notes on: **7**
 (a) CPA (b) CPC (c) CPM
- OR iii. Explain various types of ad groups with examples. **7**
- Q.5 i. What are the four most important metrics to take over conversion rate? **4**
 ii. What optimization strategies should be applied to improve ad performance? **6**
- OR iii. Write short notes on: **6**
 (a) ROI (b) Conversion tracking
- Q.6 Attempt any two: **5**
 i. Describe google analytics with its features. **5**
 ii. Explain settings in google analytics. How will you track advertising campaigns? **5**
 iii. How will you manage client accounts? Explain with examples. **5**
