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

Faculty of Management Studies
End Sem Examination Dec 2024
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.

			Marks	BL	PO	CO	PSO
Q.1	i.	What is google ads?	1	2	1	1	

(a) A platform for sending emails.
(b) A tool for creating websites.
(c) An advertising platform to display ads on Google's network
(d) Platform for social media management

	ii.	What is the main purpose of using keywords in Google Ads campaigns?	1	2	3	1	

(a) To display ads on social media.
(b) To target the right audience by matching ads with relevant searches.
(c) To improve website design
(d) To increase video views on YouTube

	iii.	What does CPC stand for in Google Ads?	1	1	1	2	

(a) Cost-per-click   (b) Cost-per-call
(c) Cost-per-campaign   (d) Cost-per-customer

	iv.	Which tool is commonly used to track website performance in SEO?	1	2	1	4	

(a) Photoshop   (b) Google Analytics
(c) Microsoft Word   (d) AutoCAD

	v.	To save wasted clicks, ad texts should include-	1	2	2	2	

(a) Store locations   (b) Competitor pricing
(c) Prices and promotions   (d) Similar products

vi. ROI stands for- **1**   1   1   1
   (a) Rate of Increase   (b) Return on Investment
   (c) Return of Impressions   (d) Revenue on Income

vii. What is the primary purpose of conversion tracking in google ads? **1**   2   2   1
   (a) To measure the quality score of an ad
   (b) To track the number of clicks on an ad
   (c) To measure specific user actions taken after clicking on an ad
   (d) To identify search trends

viii Which of the following is not a website that google adwords is featured on? **1**   2   2   2
   (a) Google Search   (b) YouTube
   (c) Yahoo   (d) Google News

ix. Which of the following is NOT a feature of google analytics? **1**   2   3   5
   (a) Tracking website performance
   (b) Creating ad copy
   (c) Setting up Goals and conversions
   (d) Analysing user behaviour

x. Which feature in google analytics allows you to track specific user actions, like form submissions or purchases? **1**   2   3   5
   (a) Goals   (b) Bounce rate
   (c) Event tracking   (d) Acquisition report

Q.2 i. List two main benefits of advertising on google. **2**   3   3   2

ii. Explain any three differences between the google search network and the google display network. **3**   2   2   2

iii. Discuss the role of the google display network in reaching potential customers and also give examples of where these ads might appear. **5**   2   3   2

OR iv. Why is advertising on google important, and how does it differ from traditional advertising? **5**   3   3   2

Q.3 i. Define contextual targeting and give an example. **2**   1   2   2

ii. Compare and contrast search targeting, contextual targeting, and placement targeting in google ads with examples. **8**   4   3   2

OR iii. Explain the process of setting up a google ads account, including account structure and campaign types. **8**   4   3   2

Q.4 i. What role does quality score play in google ads? **3**   2   3   2

ii. Explain the concept of bidding strategies in google ads, and discuss when an advertiser might choose CPC, CPM, or CPA bidding. **7**   4   3   4

OR iii. Discuss the different types of ads that can be created in google ads and how they contribute to a well-rounded advertising strategy. **7**   3   3   3

Q.5 i. What is conversion tracking? Why is it important in google ads? **4**   2   2   1

ii. Describe the steps involved in setting up conversion tracking for a Google Ads campaign. **6**   3   3   2

OR iii. Explain the concept of ROI and discuss how businesses can use it to evaluate the success of their google ads campaigns. **6**   3   3   2

Q.6 Attempt any two:

i. Explain the main features of google analytics and describe how it can help advertisers track their advertising campaigns. **5**   3   3   5   2

ii. Describe the process of setting up and configuring google analytics for tracking the performance of a google ads campaign. **5**   4   3   5   2

iii. Discuss the importance of managing multiple client accounts in google analytics and how it benefits advertising agencies. **5**   4   3   5   3

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Marking Scheme
MS3ED13 (T) Fundamentals of Ad Words (T)

Q.1	i)	C) An advertising platform to display ads on Google's network		**1**
	ii)	B) To target the right audience by matching ads with relevant searches.		**1**
	iii)	A) Cost-per-click		**1**
	iv)	B) Google Analytics		**1**
	v)	C) Prices and promotions		**1**
	vi)	B) Return on Investment		**1**
	vii)	C) To measure specific user actions taken after clicking on an ad		**1**
	viii)	C) Yahoo		**1**
	ix)	B) Creating ad copy		**1**
	x)	C) Event tracking		**1**

Q.2	i.	Any two points	1 mark each	**2**
	ii.	Any three differences	1 mark each	**3**
	iii.	Any five points	1 mark each	**5**
OR	iv.	important of advertising on google	2 mark	**5**
		differ from traditional advertising	3 mark	

Q.3	i.	Define	1 mark	**2**
		Example	1 mark	
	ii.	Each targeting	2 mark each	**8**
		Example	2 mark	
OR	iii.	process	3 mark	**8**
		structure	3 mark	
		campaign types	2 mark	

Q.4	i.	Any three role	1 mark each	**3**
	ii.	Concept	1 mark	**7**
		CPC, CPM, or CPA 2 mark each	4 marks	
OR	iii.	types of ads	4 mark	**7**
		contribute in advertising strategy	3mark	

Q.5	i.	conversion tracking	2 mark	**4**

		importance	2 mark	
	ii.	Steps in conversion tracking. (any 6 points)		**6**
OR	iii.	concept of ROI	2 mark	**6**
		evaluate the google ads campaigns.	4 mark	

Q.6				
	i.	Features	3 mark	**5**
		track campaigns	2 mark	
	ii.	Process	3 mark	**5**
		configuring tracking	2 mark	
	iii.	Importance	3 mark	**5**
		Benefits	2 mark	

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