Roll No. | | | | | | | | | | |

PRESIDENCY UNIVERSITY

BENGALURU
School of Management
Mid - Term Examinations – November 2024

Semester: III   **Date**: 06/11/2024

Course Code: MBA3081   **Time**: 02:00pm – 03:30pm

Course Name: Search Engine Marketing   **Max Marks**: 50

Program: MBA   **Weightage**: 25%

Instructions:

(i)   Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3 marks.   **5Qx3M =15M**

1	What do you mean by Search query?	3 Marks	Knowledge	CO1
2	State the importance of Search Engine Marketing.	3 Marks	Knowledge	CO1
3	List down the benefits of Organic search results in SEM.	3 Marks	Knowledge	CO1
4	Identify the components of Google Adwords Ranking formula.	3 Marks	Knowledge	CO2
5	Write a short note on Ad scheduling and delivery.	3 Marks	Knowledge	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.   **2Qx10M =20M**

6a	Explain how Google Search Engine Works? Briefly write about Google alogorithm.	10 Marks	Application	CO1
	Or			
7a	Explain different types Hands-on Google Tools. Illustrate you answer with an example.	10 Marks	Application	CO1

| 8a | With an impression a user only sees an advertisement. Discuss the role of Clicks impressions and CTR. | 10 Marks | Application | CO2 |

<div align="center">Or</div>

| 9a | Assume you are a travel blogger; how will you promote your blog using Search Engine platform. | 10 Marks | Application | CO2 |

Part C

Answer the Question. Question carries 15 marks.   **1Qx15M =15M**

| 10 | Start structuring a mock PPC campaign, by just walk through the process. The account you'll create is for an online shoe retailer. They sell shoes of all kinds, so you'll need to have an account structure that reflects all the products offered. To keep things simple, you'll focus on setting up only three campaigns—Men's Shoes, Women's Shoes, and Shoe Brands. Illustrate the Core campaign themes by breaking down into specific products. | 15 Marks | Analysis | CO2 |