Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

**PRESIDENCY UNIVERSITY**
**BENGALURU**
## School of Management
## Mid - Term Examinations – November 2024

**Semester**: III

**Course Code**: MBA3080

**Course Name**: Digital Display Advertising

**Program:** MBA

**Date**: 07-11-2024

**Time**: 09:30am – 11:00am

**Max Marks**: 50

**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 3marks.** 3Mx5Q=15M

| | | | | |
|---|---|---|---|---|
| 1 | What role do advertising objectives play in the planning of a display advertising campaign. | 3 Marks | Knowledge | CO1 |
| 2 | Discuss Google Network in the context of display advertising. | 3 Marks | Knowledge | CO1 |
| 3 | List down the primary objectives that advertisers aim to achieve with display advertising. | 3 Marks | Knowledge | CO1 |
| 4 | Role of campaign settings in display advertising. | 3 Marks | Knowledge | CO2 |
| 5 | State the purpose of finding good keywords in display advertising. | 3 Marks | Knowledge | CO2 |

## Part B

**Answer ALL the Questions. Each question carries 10 marks.** 10Mx2Q=20M

| | | | | |
|---|---|---|---|---|
| 6 | How would you define and prioritize advertising objectives (e.g., impressions, clicks, conversions) when planning a display advertising campaign for a new product launch. | 10 Marks | Application | CO1 |

**Or**

| | | | | |
|---|---|---|---|---|
| 7 | Explain how Google Network's targeting strategies (e.g., contextual, behavioral, demographic) helps to reach potential customers interested in fitness products. | 10 Marks | Application | CO1 |

| | | | | |
|---|---|---|---|---|
| **8** | Use keyword research to select the most effective keywords for a display campaign aimed at increasing traffic to a fashion e-commerce website. | **10 Marks** | **Application** | **CO2** |

**or**

| | | | | |
|---|---|---|---|---|
| **9** | Apply performance data (click-through rates, conversion rates) to refine your bidding style and budget for a display advertising campaign over time? | **10 Marks** | **Application** | **CO2** |

## Part C

**Answer the Question. Question carries 15 marks.**                    **15Mx1Q=15M**

| | | | | |
|---|---|---|---|---|
| **10** | An e-commerce business selling eco-friendly home products wants to run a display advertising campaign to increase brand awareness and drive sales. The company has a moderate budget and wants to target environmentally conscious consumers. They are unsure about which display ad formats to use, how to set targeting parameters, and whether to focus on bidding for impressions or conversions. | **15 Marks** | **Analysis** | **CO1** |

**Question:**
Analyze the company's goals and constraints to recommend the best display advertising strategy. Consider factors like display ad types, targeting methods (demographic, behavioral, contextual), keyword selection, and the most suitable bidding style. Explain how can the company maximize its budget while achieving its advertising objectives.