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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 / 01/ 2025 **Time:** 09:30 am –12:30 pm |

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| **School:** SOM(PG) | **Program:** MBA | |
| **Course Code :** MBA3080 | **Course Name :**Digital Display Advertising | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **16** | **16** | **49** | **19** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** | | | | |
| **1** | List and describe at least four types of display ad formats, including their dimensions. | **3 Marks** | **Understand** | **CO1** |
| **2** | Summarize the benefits of display advertising for businesses targeting niche or luxury buyers. | **3 Marks** | **Understand** | **CO1** |
| **3** | Differentiate between static and animated banner ads. What role do call-to-actions (CTAs) play in these ads? | **3 Marks** | **Understand** | **CO2** |
| **4** | What is audience targeting, and why is it essential in digital advertising campaigns? | **3 Marks** | **Understand** | **CO2** |
| **5** | Compare pre-roll, mid-roll, and post-roll placements in video ads. | **3 Marks** | **Understand** | **CO3** |
| **6** | Differentiate between campaigns and ad groups in Google AdWords. | **3 Marks** | **Understand** | **CO3** |
| **7** | Discuss the role of quality score in Google AdWords. | **3 Marks** | **Understand** | **CO3** |
| **8** | List the metrics used to measure digital branding success. | **3 Marks** | **Understand** | **CO4** |
| **9** | What are the key differences between LinkedIn and Facebook in terms of purpose and audience? | **3 Marks** | **Understand** | **CO4** |
| **10** | Explain the importance of the "Video Played to 100%" metric in TrueView campaigns. | **3 Marks** | **Understand** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | Create a comparison of when to prioritize PPC (pay-per-click) advertising over display advertising for a startup aiming to drive immediate sales conversions. | **10 Marks** | **Apply** | **CO1** |
| **or** | | | | |
| **12** | A luxury watch brand wants to build brand awareness using visuals and videos. Design an appropriate advertising approach and identify the ad type(s) you would recommend. | **10 Marks** | **Apply** | **CO1** |

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| **13** | How would you implement conversion tracking for a website to measure the effectiveness of display ads? | **10 Marks** | **Apply** | **CO2** |
| **or** | | | | |
| **14** | If a display campaign has a high click-through rate but low conversions, what steps would you take to optimize it? | **10 Marks** | **Apply** | **CO2** |

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| **15** | Create a visually engaging image ad for a new product launch, incorporating a strong CTA and clear branding. | **10 Marks** | **Apply** | **CO3** |
| **or** | | | | |
| **16** | Craft a pre-roll video ad for a new e-learning platform targeting college students. | **10 Marks** | **Apply** | **CO3** |

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| **17** | Develop a strategy to measure and enhance digital brand positioning for an e-commerce platform. | **10 Marks** | **Apply** | **CO4** |
| **or** | | | | |
| **18** | Analyze the results of a video ad campaign using the "Engagement" metric group and suggest improvements. | **10 Marks** | **Apply** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | **Launching a Fashion Brand’s Image Ad.**  A fashion brand wants to increase its online reach. They create an image ad with a visually appealing photo of their summer collection but notice low click-through rates.  Questions:   1. What could be improved in the ad to increase engagement? (7.5) 2. Suggest ways to optimize the targeting for better results. (7.5) | **15 Marks** | **Analyze** | **CO3** |
| **20** | **LinkedIn Campaign for a Startup.**  A startup specializing in AI solutions wants to leverage LinkedIn to connect with potential clients and investors but receives limited engagement on its posts.  Questions:  1. What adjustments can be made to increase post visibility and engagement? (7.5)   1. 2. How can the company utilize LinkedIn's tools to target a professional audience effectively? (7.5) | **15 Marks** | **Analyze** | **CO4** |