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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| Date: 07 – 01- 2025 Time: 09:30 am – 12:30 pm |

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| **School:** SOM(PG) | **Program:** MBA | |
| **Course Code :** MBA3081 | **Course Name :** Search Engine Marketing | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **16** | **22** | **31** | **31** |  |

**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** | Describe any two SEM tools their key features. | **3 Marks** | **Comprehension** | **CO1** |
| **2** | Explain Online advertising landscape. | **3 Marks** | **Comprehension** | **CO1** |
| **3** | State Pay-Per-Click (PPC) advertising, and how does it function within SEM. | **3 Marks** | **Comprehension** | **CO2** |
| **4** | Explain the concept of Cost-Per-Click (CPC) and how it impacts budgeting in SEM. | **3 Marks** | **Comprehension** | **CO2** |
| **5** | List and briefly describe three common metrics used to evaluate the effectiveness of an SEM campaign. | **3 Marks** | **Comprehension** | **CO2** |
| **6** | Discuss the role of Budgeting in SEM. | **3 Marks** | **Comprehension** | **CO2** |
| **7** | Describe the structure of a typical Google Ads campaign. | **3 Marks** | **Comprehension** | **CO3** |
| **8** | Discuss the benefits of geo-targeting in SEM campaigns. | **3 Marks** | **Comprehension** | **CO3** |
| **9** | Explain the concept of Quality Score in Google Ads and its significance. | **3 Marks** | **Comprehension** | **CO4** |
| **10** | Discuss how A/B testing can optimize SEM ad campaigns. | **3 Marks** | **Comprehension** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | SEM services require constant monitoring to ensure that campaigns are performing well. Businesses must continuously adjust their ad campaigns to ensure that they are getting the best results. This can be time-consuming and may require a dedicated team or a digital marketing agency to manage the campaigns effectively. Interpret with examples from industry. | **10 Marks** | **Application** | **CO1** |
| **or** | | | | |
| **12** | Analyze the components of the online advertising landscape in SEM, focusing on platforms, ad types, and strategies. | **10 Marks** | **Application** | **CO1** |

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| **13** | Depending on the campaign's target audience, buying ads and ensuring the top spot at the top of SERPs can become challenging and expensive. An increase in companies competing for the top ad spot is causing CPC and related costs to rise. Illustrate as to what extent you agree or disagree with this statement. | **10 Marks** | **Application** | **CO2** |
| **or** | | | | |
| **14** | Discuss the different bidding strategies available in Google Ads. Compare the advantages and disadvantages of Manual CPC, Target CPA, and Maximize Conversions. | **10 Marks** | **Application** | **CO2** |

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| **15** | No control over your products. Google recommends advertisers target all available products in one campaign which Google manages. However this means all products will be treated the same i.e. Google won’t factor into bidding the following; products on sale which an advertiser may want to push more aggressively, or products with different margins, or high-value products which you want more exposure on, or products with few sizes left in stock which you may want to pull back on. Illustrate as to what extent you agree or disagree with the above context with suitable examples. | **10 Marks** | **Application** | **CO3** |
| **or** | | | | |
| **16** | Due to the YouTube algorithm, there is very little control over which videos your advertisement accompanies. The video itself may be completely unrelated to your advertisement and may be unaligned with the views and values of your business, which may interfere with brand awareness. That being said, the algorithm is smart, and as time goes on, your ad will be placed with videos similar to those that have demonstrated higher levels of engagement from viewers. Focusing on engagement and targeting a specific audience will help alleviate this issue as your ads are seen by more people. Interpret. | **10 Marks** | **Application** | **CO3** |

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| **17** | Data sampling – It will occur in standard reports and advanced analysis, such as when you create a report to analyze funnels, paths, cohorts, segment overlap, and others when the data exceeds 10 million counts (1 billion in case of GA4 360). With data sampling, your data isn’t wholly accurate and representative of user behavior. Google will display information on how much a given report is based on available data. If the percentage shown is lower than 70-80%, you shouldn’t fully trust the data you’re getting. Interpret with reference to Google Analytics for SEM. | **10 Marks** | **Application** | **CO4** |
| **or** | | | | |
| **18** | Analyze the impact of voice search on SEM strategies. How should businesses adapt their SEM campaigns to remain effective in a voice-first search environment. | **10 Marks** | **Application** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | **Case Study**  "TechGear," an electronics retailer, launched a Google Ads campaign for a new product line. Despite a high ad spend, conversion rates were low. The marketing team turned to Google Analytics for insights.  Actions Taken  1. Integrated Google Ads with Google Analytics: Linked accounts to analyze campaign performance.  2. Analyzed Traffic Sources: Segmented SEM traffic to identify top-performing keywords.  3. Identified High Bounce Rates: Noticed product pages had high bounce rates.  4. Landing Page Optimization: Improved page load times and enhanced product descriptions.  Results  · Conversion rate increased by 35%.  · Bounce rate reduced by 20%.  · Identified top-performing keywords that delivered a higher ROI.  **Questions:**  1. How can linking Google Ads with Google Analytics provide deeper insights into SEM campaigns? (5 Marks)  2. What key metrics should be monitored to evaluate the effectiveness of SEM campaigns? (5 Marks)  3. How can bounce rate and time on page data inform decisions for landing page optimization? (5 Marks) | **15 Marks** | **Analysis** | **CO3** |
| **20** | **Case Study**  "HealthPlus," an online fitness platform, wanted to measure the success of its subscription-based model. They needed to identify which performance metrics and KPIs were most critical to growth.  Actions Taken  1. Set KPIs:  o User retention rate.  o Monthly recurring revenue (MRR).  o Cost per acquisition (CPA).  2. Analyzed Behavior Flow: Tracked how users engaged with content.  3. Monitored User Segments: Identified differences between free and premium subscribers.  Results  · MRR increased by 15% after introducing premium content trials.  · User engagement metrics, like average session duration, improved by 20%.  · CPA was optimized by targeting high-converting demographics.  **Questions:**  1. How should businesses select KPIs that align with their goals? (5 Marks)  2. What role does segmentation play in understanding performance metrics? (5 Marks)  3. How can user behaviour flow analysis help optimize subscription funnels? (5 Marks) | **15 Marks** | **Analysis** | **CO4** |