Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 07-01-2026 **Time:** 09:30am – 12:30pm

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

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	25	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. **10Q x 3M=30M**

1.	Explain the role of Search Engine Marketing.	**3 Marks**	**L2**	**CO1**
2.	Differentiate between paid and organic search strategies with examples.	**3 Marks**	**L2**	**CO1**
3.	Explain the role of Quality Score in Google Ads	**3 Marks**	**L2**	**CO1**
4.	Explain how bidding strategies affect campaign outcomes.	**3 Marks**	**L2**	**CO1**
5.	Explain the concept of campaign structure.	**3 Marks**	**L2**	**CO1**
6.	Describe the significance of remarketing.	**3 Marks**	**L2**	**CO2**
7.	Explain the role of AB testing in SEM.	**3 Marks**	**L2**	**CO2**
8.	Describe the significance of keyword match types	**3 Marks**	**L2**	**CO2**
9.	Explain the importance of Persona in SEM.	**3 Marks**	**L2**	**CO2**
10.	Explain the significance of negative keywords.	**3 Marks**	**L2**	**CO2**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Design a keyword plan for a luxury travel agency targeting domestic tourists. Explain how you would use keyword match types and negative keywords to improve ad relevance and ROI.	**10 Marks**	**L3**	**CO1**
		Or			
12.	**a.**	Design a Google Ads campaign for a new online bookstore specializing in academic textbooks. Explain your choice of campaign type, keyword strategy, and bidding approach.	**10 Marks**	**L3**	**CO1**

13.	**a.**	A startup eco-friendly brand wants to promote its new line of reusable kitchenware. Develop a search engine marketing plan outlining ad objectives, campaign structure, and ad extensions to enhance visibility.	**10 Marks**	**L3**	**CO2**
		Or			
14.	**a.**	Given that your client's ads are receiving high impressions but low click-through rates (CTR), schedule optimization strategies for improving ad copy and targeting in Google Ads.	**10 Marks**	**L3**	**CO2**

15.	**a.**	An e-commerce business notices poor conversion rates despite good traffic from paid ads. Apply Google Analytics insights to diagnose potential issues and recommend corrective actions.	**10 Marks**	**L3**	**CO3**
		Or			
16.	**a.**	A digital marketing team is planning a campaign for a new organic skincare brand. Apply the concept of customer persona building to identify and describe two target personas that the SEM campaign should focus on.	**10 Marks**	**L3**	**CO3**

17.	**a.**	You are asked to promote a new fitness app through Google Ads. Execute a detailed customer persona including demographics, online behavior, and purchase intent to guide keyword selection and ad design.	**10 Marks**	**L3**	**CO4**
		Or			
18.	**a.**	A startup travel agency wants to attract budget-conscious domestic tourists. Sketch a customer persona and explain how it will influence your ad targeting and keyword choices.	**10 Marks**	**L3**	**CO4**

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	**a.**	Case Study: FitFuel – Healthy Meal Subscription Startup FitFuel is a subscription-based healthy meal delivery service launched in Pune. It offers customized weekly and monthly plans (vegetarian, vegan, keto, high-protein). The target audience includes urban millennials and Gen Z professionals. The company has raised initial funding and wants to scale up its customer acquisition via Search Engine Marketing (SEM). Currently, they have two draft buyer personas created by their marketing team. However, management is unsure whether these personas are accurate or sufficient. Draft Buyer Personas (from FitFuel Marketing Team) 1. Arjun, 26 – Software Developer •Lives alone, long working hours, gyms 3–4 times a week •Orders healthy meals to save time •Searches: "keto lunch delivery Pune", "protein meal subscription" 2. Shreya, 34 – Corporate Manager & Mother of One •Wants balanced, hassle-free meals for her family •Prefers subscription for consistency and health •Searches: "healthy tiffin service Pune", "family meal plan online" Task : SEM Plan Creation Using the evaluated/refined personas, develop an SEM plan covering: **a)** Keyword Strategy – high-intent vs informational searches **b)** Ad Messaging – ad copies tailored to each persona **c)** Campaign Structuring – ad groups for personas, ₹75,000/month budget allocation **d)** Ad Extensions – sitelinks, CTAs, plan highlights **e)** Measurement – CTR, Conversion Rate, CAC, ROAS	**15 Marks**	**L4**	**CO3**

20.	**a.**	Case Study: FitFuel – Finding the Right Keyword Match Strategy	**15 Marks**	**L4**	**CO4**

Background:

FitFuel is a subscription-based healthy meal delivery service launched in Pune, India. It offers customized weekly and monthly meal plans, including Vegetarian, Vegan, Keto, and High-Protein options. The brand targets urban millennials and Gen Z professionals aged 22–40 who are health-conscious but no time to cook, seeking convenient and nutritious meal options.

Marketing Objective: FitFuel wants to acquire new subscribers through Google Search Ads, aiming to , increase website traffic, drive plan sign-ups, and maintain a healthy Cost Per Acquisition (CPA).

Fit Fuel- Campaign Scenario

Keyword Used	Match Type	Avg. CPC (Rs)	Clicks	Conversions	Conversion Rate
healthy meal subscription	Broad	30	900	36	4%
“healthy meal subscription”	Phrase	38	500	60	12%
[healthy meal subscription Pune]	Exact	50	220	55	25%
healthy meal subscription -free	Broad + Negative	33	620	72	11%

Note: Revenue per Conversion= 1000 Rs

Which match type is performing best for FitFuel in terms of conversions and ROI? Support your answer with calculations.