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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 11/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: MBA3123

Course Name: MarTech and AdTech

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	15	40	15

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Define Marketing Technology.	3	CO1	BT1
2	List any three core functions of MarTech.	3	CO1	BT1
3	Define a Customer Data Platform (CDP)?	3	CO1	BT1
4	Describe CRM stand for? Mention two functions.	3	CO1	BT1
5	Summarize role of Analytics in MarTech	3	CO1	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Apply MarTech tools to design a LinkedIn B2B lead generation flow for Hatti Kaapi's corporate catering expansion.	10	CO2	BT3
7	Apply personalization strategy to balance brand storytelling and performance marketing for Hatti Kaapi.	10	CO2	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Apply the concept of Customer Data Platform (CDP) to explain how Zomato can increase order frequency.	10	CO2	BT3
9	Apply Integrated Marketing Communication (IMC) strategy using AdTech.	10	CO2	BT3

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>“From Launch to Leverage: Turning a Simple Website into a Search Intelligence Engine”</p> <p>Case Background</p> <p>Arjun Rao, an MBA student specializing in Digital Marketing, launches a small advisory venture called:</p> <p>GreenBridge Sustainability Consulting</p> <p>With limited budget and high ambition, he creates a free Wix website including:</p> <ul style="list-style-type: none">• *Home• *Services• *About• * Contact• “*Book Free Strategy Call” CTA <p>The website is live within a week. After two weeks, Arjun notices:</p> <ul style="list-style-type: none">• No inquiries• No traffic• No engagement <p>He realizes an important truth: “A website online is not the same as a website discoverable.”</p> <p>To address this, he connects:</p> <ul style="list-style-type: none">• Google Search Console (GSC)• Bing Webmaster Tools (BWT)	15	CO3	BT4

Within 10 days, he discover

His site is indexed

- Average ranking position: 28
- Some keywords show impressions but low CTR
- Certain pages are not indexed
- Bing shows backlinks he didn't know existed

Arjun now understands:

Visibility is not emotional. It is measurable.
Digital marketing begins when data begins.

He decides to move from: Website creation → Data-driven optimization

Questions:

Q1. Analyze Google Search Console data to improve GreenBridge's website performance. What specific strategic actions should Arjun take?

Q2. Analyze search query analysis to redesign GreenBridge's content strategy

Q3. Analyze a diversified search strategy using both Google Search Console and Bing Webmaster Tools. Why should Arjun not depend only on Google?