



Even Semester End Term Examination, May / June 2026

Date: 19/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA3123

Course Name: MarTech and AdTech

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	30	45	65

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain marketing automation	3	CO1	BT1
2	Explain digital advertising value chain.	3	CO1	BT1
3	Describe importance of personalization in customer experience	3	CO1	BT1
4	Summarize how CDP improves marketing strategy	3	CO1	BT1
5	Describe CTR	3	CO1	BT1
6	Extrapolate media planning strategy	3	CO1	BT1
7	Describe campaign structure importance	3	CO1	BT1
8	Explain SEO setup requirements	3	CO1	BT1
9	Generalize Meta Ads campaign	3	CO1	BT1
10	Describe measurement dashboard	3	CO1	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Apply MarTech concepts to design a lead generation system for a gym.	10	CO2	BT2
12	Analyze the role of CRM in improving customer relationships.	10	CO3	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Apply digital advertising value chain for an online fashion brand.	10	CO2	BT2
14	Analyze the impact of AI in modern advertising.	10	CO3	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Analyze differences between traditional and digital advertising.	10	CO3	BT3
16	Analyze the role of customer data management in improving marketing effectiveness.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Apply marketing automation for lead nurturing in an educational institute.	10	CO2	BT2
18	Analyze the importance of omnichannel integration.	10	CO3	BT3

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	CASE STUDY 1: The Struggling Café Owner Goes Digital Case Narrative Riya owns a small café in Bangalore called <i>Bean Bliss Café</i>. Initially, her business relied only on walk-in customers and word-of-mouth. However, after noticing declining footfall and increasing competition from nearby cafés, she decided to explore digital marketing. With limited technical knowledge, she created a basic website using Wix, added menu details, contact information, and a “Order via WhatsApp” button. She also set up Instagram and started posting food photos and short reels. Despite these efforts, she was confused: • Website visitors were coming, but no orders were converting • Instagram posts were getting likes but no inquiries • She tried running a small Meta Ads campaign but didn’t understand the results Later, she implemented: • SEO keywords like “best café in Bangalore” • Google Analytics tracking	15	CO3	BT3

	• CRM system (HubSpot) to capture leads • Targeted Meta Ads for nearby audiences Gradually, she noticed better engagement and customer inquiries. Questions Q1. Identify the key MarTech tools used by Riya and explain their role. Q2. Why did Riya initially fail to convert visitors into customers? Q3. Suggest two improvements to increase conversions.			
20	CASE STUDY 2: The Fitness Trainer’s Digital Transformation Case Narrative Arjun is a freelance fitness trainer offering personal training services. Earlier, he relied on referrals and gym contacts. To scale his business, he decided to create an online presence. He launched: • A website with service packages • * Instagram reels showing workout tips • * YouTube videos explaining fitness routines * He also ran a ₹500 Meta Ads campaign targeting people interested in fitness. However, he faced challenges: • * Leads were coming but not converting into clients • * He was not following up properly • * He had no structured system to track prospects Later, he implemented: • * CRM pipeline (Lead → Interested → Converted) • * Email automation for follow-ups • * LinkedIn Ads targeting corporate employees Within a month, he saw improvement in client conversions. Q1. What role did CRM play in improving Arjun’s business? Q2. Explain the importance of funnel stages in Arjun’s strategy. Q3. Why were initial leads not converting?	15	CO2	BT2