Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – JUNE 2025

Date: 02- 06- 2025 **Time:** 09:30 am – 11:00 am

School: SOM-PG	**Program:** MBA	
Course Code: MBA2019	**Course Name:** Digital Marketing	
Semester: II	**Max Marks**: 50	**Weightage**: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	34	16	-	-	-

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. **5Q x 3M=15 Marks**

1	Describe the significance of link-building in off-page SEO strategies.	**3 Marks**	**Comprehensive**	**CO1**
2	Summarize the technical aspects of SEO that contribute to better website performance.	**3 Marks**	**Comprehensive**	**CO1**
3	Describe the importance of keyword research in improving search engine visibility.	**3 Marks**	**Comprehensive**	**CO1**
4	Illustrate the role of cookies in digital display advertising (DDA).	**3 Marks**	**Comprehensive**	**CO2**
5	Describe the key concepts of Pay-Per-Click (PPC) advertising.	**3 Marks**	**Comprehensive**	**CO2**

Part- B

Answer all the Questions **2Qx10M = 20 Marks**

6.	**a.**	Apply the concept of keyword research to optimize a website for better visibility.	**10 Marks**	**Application**	**CO1**
		Or			
7.	**a.**	Create an on-page SEO strategy for a website that wants to improve its user experience and rankings.	**10 Marks**	**Application**	**CO1**

8.	**a.**	Illustrate a digital ad creation process that ensures high engagement and visibility across multiple platforms.	**10 Marks**	**Application**	**CO2**
		Or			
9.	**a.**	Implement a remarketing strategy using Google AdWords to increase conversions for an e-commerce website.	**10 Marks**	**Application**	**CO2**

Part- C

Answer the following questions **1Qx15M=15Marks**

10.	**a.**	A new e-commerce startup selling organic beauty products wants to improve its online presence. They have a basic website but receive very little traffic. The company is unsure whether to invest in paid ads or focus on SEO. **1.**Formulate a comprehensive SEO strategy to enhance the e-commerce startup's search rankings and drive increased website traffic. **(5 marks)** **2.**Analyze and implement a data-driven keyword research plan to optimize the website for better search visibility. **(5 marks)** **3.**Evaluate and recommend effective link-building techniques to strengthen the startup's organic online presence. **(5 marks)**	**15 Marks**	**Analysis**	**CO1**

***** BEST WISHES *****