



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – November 2025

Date: 13-11- 2025

Time: 02:30pm – 04:00pm

School: SOM-PG	Program: MBA	
Course Code: MBA3081	Course Name: Search Engine Marketing	
Semester: III	Max Marks:50	Weightage:25%

CO - Levels	C01	C02	C03	C04	C05
Marks	15	35			

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	Explain the difference between SEO and SEM.	3 Marks	L2	C01
2	Describe the main components of a Search Engine Results Page (SERP).	3 Marks	L2	C01
3	Describe the role of keywords in SEM?	3 Marks	L2	C01
4	Explain the significance of Quality Score in Google Ads.	3 Marks	L2	C01
5	Outline the differences between Broad Match and Phrase Match keywords.	3 Marks	L2	C01

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	Apply the concept of keyword planning to design a keyword list for an online bookstore.	10 Marks	L3	C02

7.	Develop an ad group structure for a travel agency launching Google Ads campaigns.	10 Mark	L3	CO2
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8.	Explain how you would allocate budget and select bidding strategies for a small e-commerce business.	10 Marks	L3	CO2
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Or

9.	<p>A travel company notices its paid ads aren't appearing on the top of SERP despite high bids.</p> <p>Apply your understanding of search engine functioning and ad ranking to suggest improvements.</p>	10 Marks	L3	CO2
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Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Case Study 1 – Launching a New Online Fitness Platform</p> <p>Scenario: A start-up launches “FitLife,” an online platform offering personalized fitness programs and diet plans. They want to use Google Ads and Bing Ads to reach health-conscious urban audiences aged 20–40. Despite a decent ad budget, the initial campaign shows low conversions.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Apply the SEM Planning Process, Keyword Planning, and Ad Group Structure to analyze why the campaign is underperforming. 2. Choose appropriate strategies to improve conversions and optimize ad spend. 	15 Marks	L3	CO2
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******* BEST WISHES *******