

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Search Engine Marketing	Course Code	MKT406
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- a. Question Paper is divided in 3 parts – A, B & C
- b. All Questions are to be attempted

Part A:

Questions 1 x 4 parts x 4 marks = 16 marks)

Qn. 1 -

a. Shefali wants to create first Google Ads Campaign of her upcoming beauty products website, explain the process of creating first ad campaign to her

b. How Can Digital Marketers Use Google Analytics to measure the effectiveness of their Digital Campaigns? Elaborate the essential metrics to be considered as evaluation parameters?

c. Are Ad copies an integral part of the search advertising process? If yes? Elaborate with examples the critical components that are essential while drafting an exquisite ad copy?

Or

What are the different types of ad extensions? Explain the significance of each one while curating Google Ad Campaigns?

d) i. Assume you buy women's skirts at wholesale for \$10, and you resell them online for \$50, and you give away free shipping which costs \$5, and you want to make \$20 per dress, what should your target CPA be?

ii. With an unlimited budget, an average CPC of \$1.00, a CTR of 1.8%, and 60,000 impressions, how much will the advertisers spend?

PART B:

2. Questions x 6.0 Marks Each = 12 Total Marks

2. Ashfaq is getting confused in determining the key difference between Programmatic Advertising & Real Time Bidding? How Does Real Time Bidding Work?
3. Conversion gets a beating if there are mistakes done while designing landing pages, Is this statement true? What are the mistakes that one should avoid while designing landing pages?

PART C:

Case Study: 2 Questions, Each of 6 Marks = 12 Marks

4. "Coffee-O-Clock"- "A Lot of Coffee" is a local start-up serving 100 different types of coffees from around the world. The owner is a coffee connoisseur (expert) in the beverages sector, having exposure in high quality coffee cultivation, preparation and selling in at-least 18 countries across Europe, South America and North America, as also the Middle East and parts of Africa. With access, to Coffee production across the globe – He Plans to deliver a superior consumption experience, He Plans to launch 15 outlets across the National Capital Region. He Believes the launch to this campaign has to be digital centric – and feels that an SEM as well as a social campaign simultaneously, harnessing the capability of digital mediums to reach his effective target audience.
 - a. Design & Plan a PPC Strategy for this venture? Additionally, do you think content marketing will play an important role in promoting this venture – If your answer is yes then outline the reasons! If your answer is no, then outline the reasons.
 - b. Will you use other google platforms for the purpose? Will you consider using in video ad placement strategy for a campaign like this? Could you write the different match types of an ad with "Coffee" as an ad root key word – where all will ads appear and not appear according to each match type?

+++++