



## BRAINWARE UNIVERSITY

Library  
Brainware University  
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**Term End Examination 2023**  
**Programme – BBA(DM)-2021**  
**Course Name – Digital Ad Words and PPC Advertising**  
**Course Code - BBADMC401**  
**( Semester IV )**

**Full Marks : 60**

**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) State which of the following ad types is best suited for increasing brand awareness.
- |              |                 |
|--------------|-----------------|
| a) Video ads | b) Shopping ads |
| c) Video ads | d) Display ads  |
- (ii) Identify the purpose of an ad group in Google Ads.
- |  |   |
|--|---|
| a) To group together ads that are targeting the same keywords      | b) To group together ads that have the same targeting options |
| c) To group together keywords that are targeting the same audience | d) To group together campaigns that have the same goal        |
- (iii) Identify which metric measures the percentage of people who saw your ad and clicked on it.
- |                             |                         |
|-----------------------------|-------------------------|
| a) Click-through rate (CTR) | b) Conversion rate      |
| c) Impressions              | d) Cost-per-click (CPC) |
- (iv) Indicate which of the following is NOT a keyword match type.
- |                |                  |
|----------------|------------------|
| a) Broad match | b) Phrase match  |
| c) Exact match | d) Synonym match |
- (v) Select which metric is used to measure the relevance of a keyword to the ads it triggers.
- |                             |                         |
|-----------------------------|-------------------------|
| a) Click-through rate (CTR) | b) Cost per click (CPC) |
| c) Quality Score            | d) Conversion rate      |
- (vi) Infer how can negative keywords improve the performance of a campaign.
- |   |   |
|---|---|
| a) By reducing irrelevant clicks and improving ad targeting | b) By increasing the overall number of clicks and impressions                   |
| c) By decreasing the cost per click (CPC) of all keywords   | d) By improving the ad quality and increasing the Quality Score of all keywords |
- (vii) Select what PPC stands for
- |                  |                      |
|------------------|----------------------|
| a) Pay-Per-Click | b) People-Per-Click  |
| c) Pay-Per-Cost  | d) None of the above |

- (viii) Identify which metric is used to measure the number of times an ad was shown.
- a) CTR  
b) Impressions  
c) Conversions  
d) CPA
- (ix) Select which type of ad format in Google Ads can include a carousel of images.
- a) Text ads  
b) Responsive search ads  
c) Display ads  
d) Shopping ads
- (x) Identify the name of the tool used to manage PPC campaigns in Google Ads.
- a) AdWords Editor  
b) Keyword Planner  
c) Ad Rank  
d) Quality Score
- (xi) Select which of the following is not a targeting method available in Google Ads.
- a) Demographic targeting  
b) Keyword targeting  
c) Device targeting  
d) Mood targeting
- (xii) State which of the following is not a demographic targeting option available in Google Ads.
- a) Age  
b) Gender  
c) Education level  
d) Income
- (xiii) State which targeting method allows advertisers to show ads to users who have recently searched for specific keywords.
- a) Keyword targeting  
b) Interest targeting  
c) Behavioral targeting  
d) Demographic targeting
- (xiv) State which targeting method allows advertisers to show ads to users who have previously interacted with their website or app.
- a) Remarketing  
b) Behavioral targeting  
c) Interest targeting  
d) Demographic targeting
- (xv) State which of the following ad types is best suited for promoting a mobile app.
- a) Search ads  
b) Display ads  
c) Video ads  
d) App install ads

**Group-B**

(Short Answer Type Questions)

2. Examine which between SEM & SEO brings faster results and how. (3)
3. Describe PPC Model of Advertising. Cite examples. (3)
4. Describe Phrase Match using examples. (3)
5. Describe ad auction in keyword targeting. (3)
6. Summarize the importance of optimising ads on Google. (3)

**OR**

- Assess how changes in audience targeting can be used to optimise ads. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Analyze what kind of audience targeting targets people based on their interests in Google Ads (5)
8. Evaluate how demographics targeting differs from location targeting. (5)
9. Reframe the typical activities that are undertaken while optimising google ads for better performance. (5)
10. Differentiate between google search network and google display network. (5)
11. "In market audiences offer behaviour based targeting". Describe the statement. (5)
12. What are the two broad key performance indicators for which we optimise google ads? Evaluate. (5)

**OR**

- Evaluate how ad otimisations lead to better ad performance in google ads. (5)