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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – MBA-2024

Course Name – Digital Marketing Campaign Management

Course Code - MBA40204D

(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) Identify the concept related to paid search advertising.
 - a) SEO
 - b) SEM
 - c) Content marketing
 - d) Affiliate marketing
- (ii) Recognize the activity involved in crawling.
 - a) Discovering web pages
 - b) Ranking keywords
 - c) Sending emails
 - d) Creating ads
- (iii) Identify where PPC ads usually appear.
 - a) Email inbox
 - b) Search engine results
 - c) Printed media
 - d) Offline banners
- (iv) Describe the benefit of SMART goals in campaigns.
 - a) Confusion
 - b) Better performance tracking
 - c) Poor execution
 - d) Higher cost
- (v) Explain why buyer personas are created.
 - a) For guessing
 - b) For better targeting
 - c) For reducing content
 - d) For technical setup
- (vi) Describe content marketing as a strategy.
 - a) Short-term
 - b) Long-term
 - c) Offline
 - d) Paid only
- (vii) Apply audience age demographics to select a channel best suited for Gen Z engagement.
 - a) LinkedIn
 - b) Email newsletters
 - c) Instagram
 - d) Google Display Ads
- (viii) Choose the best channel for sharing long-form educational content.
 - a) Instagram Stories
 - b) Blogs
 - c) Banner ads
 - d) Push notifications

- (ix) Determine which channel best supports drip marketing strategies.
 - a) Email marketing
 - b) SEO
 - c) Display ads
 - d) Social posts
- (x) Employ analytics feedback to change channel allocation.
 - a) Stop measurement
 - b) Reallocate to high-performing channels
 - c) Remove all channels
 - d) Increase offline ads
- (xi) Differentiate high-performing and low-performing ads using engagement trends.
 - a) Creative color
 - b) CTR variation
 - c) Font style
 - d) Image resolution
- (xii) Organize campaign execution data for performance review.
 - a) Creative files
 - b) Analytics dashboards
 - c) Brand assets
 - d) Design templates
- (xiii) Survey tracking reports to verify data accuracy.
 - a) Event firing logs
 - b) Ad copy
 - c) Image quality
 - d) Brand theme
- (xiv) Test campaign creatives to validate engagement assumptions.
 - a) A/B testing
 - b) Guesswork
 - c) Visual inspection
 - d) Manual review
- (xv) Support scaling decisions using historical performance data.
 - a) Consistent ROI
 - b) Daily clicks
 - c) Likes
 - d) Comments

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Describe the role of Googlebot in SEO. (5)
- 3. Explain the importance of content marketing strategies in online promotion. (5)
- 4. Determine suitable channels for reaching a young target audience. (5)
- 5. Evaluate the effectiveness of data-driven decisions in campaign optimization. (5)
- 6. Differentiate A/B testing outcomes based on creative and audience variables. (5)

OR

- Analyze campaign tracking data to identify performance gaps during execution. (5)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Examine the relationship between search engines and digital marketing activities. (5)
- 8. Differentiate between content marketing and promotional advertising. (5)
- 9. Illustrate the analytical role of dashboards in campaign execution. (5)
- 10. Infer the consequences of improper campaign execution. (5)
- 11. Rank KPIs based on their importance to campaign objectives. (5)
- 12. Infer optimization requirements from mid-campaign performance trends. (5)

OR

- Categorize campaign execution errors based on tracking and monitoring feedback. (5)
