Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

PGDDM - SEMESTER - I EXAMINATION - WINTER 2025

Subject Code: DM01076041   **Date: 30-12-2025**

Subject Name: Search Engine Marketing

Time: 10:30 AM to 12:30 PM   **Total Marks: 50**

Instructions

1. Attempt all questions.

2. Make suitable assumptions wherever necessary.

3. Figures to the right indicate full marks.

4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Explain following terms (Attempt Any Seven)	**14**

1. Ad Auction
2. Ad Rank
3. Conversion Rate
4. Negative Keywords
5. Ad Extensions
6. Geo-Targeting
7. Search Intent
8. Search Volume

Q.2	Multiple Choice Questions (All Compulsory)	**12**

1 Which of the following describes the primary purpose of keyword research in PPC?

A	To identify popular search terms relevant to a campaign	B	To create visually appealing ad designs
C	To analyze competitor website performance	D	To measure the success of an email marketing campaign

2 Which metric is most useful for determining how often people who see your ad end up clicking on it?

A	Conversion Rate	B	Click-Through Rate (CTR)
C	Impressions	D	Cost Per Click (CPC)

3 Which bidding strategy allows advertisers to set bids that adjust automatically to maximize conversions?

A	Manual CPC Bidding	B	Maximize Clicks
C	Enhanced CPC	D	Target CPA (Cost Per Acquisition)

4 What is Dynamic Keyword Insertion (DKI) in Google Ads?

A	A technique to display the same ad copy to all users	B	A way to insert keywords dynamically into ad copy based on user searches
C	A feature that removes keywords from an ad	D	A tool for automatic bid adjustments

5 Which term describes the amount of times an ad appears on a search engine results page?

A	Conversion Rate	B	Quality Score
C	Impressions	D	Ad Rank

6 What is the primary purpose of Ad Extensions in PPC campaigns?

A	To reduce the cost of each ad click	B	To provide additional information and increase ad visibility
C	To limit the reach of the ad	D	To improve the organic search ranking

7 Which PPC metric indicates the percentage of people who clicked on an ad and completed a desired action, like a purchase or sign-up?

A	Click-Through Rate (CTR)	B	Cost Per Click (CPC)
C	Conversion Rate	D	Ad Rank

8 Which keyword match type triggers ads for searches that include exact terms and close variations?

A	Exact Match	B	Phrase Match
C	Broad Match	D	Negative Match

9 What is the main purpose of Quality Score in PPC campaigns?

A	To measure the engagement rate of social media posts	B	To rank websites in organic search results
C	To determine the ad relevance and influence the cost and placement of ads	D	To measure competitor ad performance

10 Which tool in Google Ads is used to research and identify relevant keywords for a PPC campaign?

A	Google Analytics	B	Keyword Planner
C	Ad Extensions	D	Ad Rank Editor

11 Which component of a PPC campaign helps determine the maximum amount an advertiser is willing to pay for each click?

A	Quality Score	B	Bid Amount
C	Ad Rank	D	Click-Through Rate (CTR)

12 In PPC advertising, which of the following refers to an ad's visibility and ranking on a search engine results page?

A	Ad Rank		Conversion Rate
C	Keyword Density		Quality Score

| Q.3 | (a) | Explain the role of keyword match types in a PPC campaign. How do different match types affect ad targeting and budget? | 07 |
| | (b) | Describe the concept of Quality Score in Google Ads. What factors influence Quality Score, and how does it impact the effectiveness of a PPC campaign? | 07 |

or

| | (a) | Explain the importance of landing page optimization in PPC campaigns. What elements should be considered to create an effective landing page that boosts conversions? | 07 |
| | (b) | What is the Google Content Network, and how does it function within a PPC strategy? Describe how ads are displayed and the types of targeting available. | 07 |

Q.4 Case Study:

ABC Travel Services is a mid-sized travel agency that specializes in customized holiday packages and travel experiences. Recently, they decided to expand their online marketing efforts by investing in a Pay-Per-Click (PPC) campaign using Google Ads. Their goal is to reach potential customers who are actively searching for vacation destinations, travel deals, and booking services.

The marketing team at ABC Travel Services begins by conducting keyword research to identify high-value terms like "affordable holiday packages," "luxury travel deals," and "last-minute vacation offers." To attract a targeted audience, they use a mix of broad match, phrase match, and exact match keywords.

In designing the ad copy, they incorporate clear call-to-actions (CTAs) such as "Book Now" and "Get Exclusive Deals," aiming to encourage clicks and conversions. They also implement Ad Extensions to showcase customer reviews, pricing information, and promotional offers, hoping to improve ad visibility and appeal.

The campaign strategy includes geo-targeting to focus on cities where their main customer base resides, while using remarketing ads to reach users who previously visited the site but did not book a package. To optimize performance, they set up conversion tracking to measure metrics like Click-Through Rate (CTR), Conversion Rate, and Cost Per Acquisition (CPA), adjusting bids and keywords based on these insights.

| | (a) | Based on the case study, explain the importance of **keyword match types** in ABC Travel Services' PPC campaign. How might each match type (broad match, phrase match, exact match) help achieve their campaign goals? | 10 |

or

| | (a) | Describe the purpose of **conversion tracking** in the PPC strategy for ABC Travel Services. What specific metrics should the team monitor, and how might these metrics guide their campaign adjustments? | 10 |

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