

TB242315R

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - B. Voc. Applied Media Studies SKILL

VAM2S04TB22 - Search Engine Marketing

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

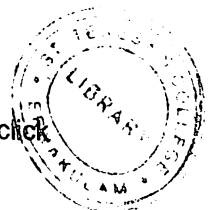
1. What is bid competition?
2. What is a search engine?
3. Give two examples for keywords.
4. Elaborate SERPs.
5. What is an ad campaign?
6. Explain keywords.
7. Explain campaign budget.
8. Define PPC with suitable examples.
9. Write the steps of creating ad groups.
10. What is an Ad group? Cite an example.
11. The goal with keyword selection is: A) To have the ad pop up on every search run per day. B) Target people only looking for certain products based on their search. C) Ensure your company is the focus of the ad. D) To use broad phrases.
12. How to maintain folder backups in a computer network?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. What is 'alt' text? Why do we use it while designing web pages?
14. Write 10 relevant keywords related to a website that sells cosmetics.
15. Explain the functioning of keyword research tools and the relevance of it.
16. Elaborate PPC ad budget.
17. Apna is a professional app for the rising workforce in India. It helps people to get connected with jobs in the blue-collar domain. Founded in 2019, it is India's number one app in that domain. The users can download their app to access various services offered by Apna, whereas the employers can make use of the web platform to post their openings for free. - Plan a strategy to increase the traffic on their website and explain why you think that plan will work.
18. Gupshup enables better customer engagement through conversational messaging. Gupshup is the leading conversational messaging platform, powering over 6 billion messages per month. Across verticals, thousands of large and small businesses in emerging markets use Gupshup to build conversational experiences across marketing, sales, and support. - Write a detailed social media strategy for Gupshup and reimagine the strategy for them to get maximum traffic on their website.
19. What are the pros and cons of content marketing?
20. Define campaign budget. What are the things that you should keep in mind when setting pay-per-click campaign budgets?



21. List the Advantages and disadvantages of display advertising, and explain why it is important to have display ads in SEM.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain the role of search engine marketing in current internet marketing scenarios.
23. Give examples of keywords and negative keywords and the impact of both in an ad campaign setup.
24. Explain PPC in detail with suitable examples.
25. How to choose the right keywords for your PPC campaign? What are the types of keyword matches, explain.

