

RAN-2508000703030002

BBA (DM) (Sem.-III) Examination November - 2025
Search Engine Marketing

Time: 2 Hours]**[Total Marks: 50****સૂચના : / Instructions**

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

Student's Signature

- Q.1. Answer in brief. (Any Five) 10**
- What is Conversion Rate?
 - What are key elements of a good landing page?
 - What is Quality Score in PPC?
 - What is Bid Management in PPC?
 - How does mobile advertising help in SEM?
 - What is trademark bidding in affiliate marketing?
 - Why market analysis is important in affiliate marketing?
- Q.2. What are landing pages in SEM, and what essential elements should they include for better optimization? 14**
- OR**
- Q.2. a. What are the features of re-marketing in SEM and how mobile ads and video ads support it? 7**
- b. List out SEM management techniques and explain their role in improving digital marketing performance. 7**
- Q.3. Discuss the importance of setting objectives, goals, and expectations in PPC campaigns. How are actionable metrics used to measure success? 14**
- OR**
- Q.3. a. Define Affiliate Marketing. How does it work and what are its key benefits for businesses and affiliates? 7**
- b. Differentiate between AdSense and Affiliate Marketing. Discuss the issues of email spam, adware, and trademark bidding in affiliate marketing. 7**
- Q.4. Write short notes. (Any three) 12**
- Difference between SEO and SEM
 - Benefit of market research in affiliate marketing
 - Role of cookies in affiliate marketing
 - Difference between Cross-selling and Up-selling
 - List out strategies can be established for promoting an affiliate program.