

IMBA in BI/IB/ APR Sem.-9 Examination

M/BI/APR

DMW&SMA

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
 (2) All questions are compulsory.
 (3) Question No.2, 3, 4 have internal options.
 (4) Figures in the right side in parenthesis indicate marks.

- Q.1** Explain the importance of organic social media marketing for businesses. (14)
Q.2 What are auction insight reports in Google Ads? Discuss the meaning of various auction insight reports. (14)

OR

- Q.2** A. Explain engagement rate, reach, impressions, frequency and how they impact performance. (07)
 B. What are Meta Ads Manager, Audience Manager and Event Manager in Meta Ads? (07)
Q.3 What is keyword match type? Why is it used in Google search ads? Explain all keyword match types with examples. (14)

OR

- Q.3** A. Explain the structure of a Meta Ads campaign. (07)
 B. What is retargeting in Meta ads? Types of custom audiences for retargeting. (07)
Q.4 Explain Meta Pixel. Describe its purpose, benefits and types of Pixel Events. (14)

OR

- Q.4** What reports are available in GA4? Name all and describe with meaning (14)
Q.5 What is an ad extension for Google Ads? Why is it used in Google ads? Explain any 7 ad extensions in detail. (14)

