

## MBA in BI Sem.-3 Examination

BI-E102

MW&amp;SMA

December-2025

Time : 2.30 Hours]

[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)

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