

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [100 MARKS]

SECTION A

(40 Marks)

There are TEN (10) questions in this section. Answer ALL questions in the answer booklet.

1. What is the benefit of online advertising with Google Ads?
 - A. Advertisers can identify the Internet Protocol (IP) address of users who are searching for products
 - B. Ads can include up to 50 characters for the first three lines of ad text
 - C. Ads are displayed to users who are searching for a particular product of service
 - D. Advertisers can pay to place their websites in the natural search results

2. An advertiser is focused primarily on direct response, as opposed to branding. The advertiser should delete keywords from a search campaign if the keywords:
 - A. generate many clicks and conversions
 - B. generate many impressions and very few conversions
 - C. contain more than two words in the phrase
 - D. contain words that are duplicated in a display campaign

3. What is the difference between SEO and SEM?
 - A. SEO focuses on paid search ads while SEM focuses on organic search results
 - B. SEM focuses on paid search ads while SEO focuses on organic search results
 - C. SEO and SEM are the same thing
 - D. Neither SEO nor SEM is related to search engines

4. Why do search ad extensions matter?
 - A. The cost-per-click on ad extensions is lower than on a search ad headline
 - B. They guarantee higher engagement for advertisers
 - C. They increase engagement and influence ad quality
 - D. They increase ad quality and drive lower conversion costs

5. Which budget delivery option is most appropriate for an advertiser who wants Google Ads to distribute ads evenly throughout the day?
 - A. Accelerated
 - B. Optimized
 - C. Scheduled
 - D. Standard

6. Which of the following is a key metric in measuring the success of a PPC campaign that focuses on revenue?
- A. Conversions
 - B. Page views
 - C. Leads
 - D. Website traffic
7. Which formula does Google use to rank keyword-targeted ads on Google Search
- A. $(\text{Maximum cost-per-click (CPC) bid} + \text{Daily Budget}) / \text{Quality Score}$
 - B. $\text{Maximum cost-per-click (CPC) bid} \times \text{Quality Score}$
 - C. $\text{Maximum cost-per-click (CPC) bid} \times \text{Quality Score} / \text{Daily Budget}$
 - D. $\text{Maximum cost-per-click (CPC) bid}$ only
8. The maximum cost-per-click (CPC) bid is the:
- A. amount an advertiser is required to pay to achieve top ad position
 - B. actual amount an advertiser pays for each click on an ad
 - C. most an advertiser is willing to pay for each click on an ad
 - D. amount an advertiser must pay to outbid competitors
9. What should an advertiser use to organize ad groups?
- A. Common themes
 - B. Number of words per keyword
 - C. Maximum cost-per-click (CPC)
 - D. Location targeting
10. What is the impact of poor landing page quality on an ad group?
- A. The keywords in the ad group will be paused
 - B. The ads in the ad group will be disapproved due to low Quality Score
 - C. The entire campaign will be paused
 - D. The keywords in the ad group will have a lower Quality Score.

SECTION B

(60 Marks)

There are **THREE (3)** questions in this section. Answer **ALL** questions in an essay format.

QUESTION 1

Explain the basic concepts of PPC (Pay-Per-Click) advertising. Describe how the PPC model works, and outline the key elements involved in setting up and managing a successful PPC campaign. (20 marks)

QUESTION 2

You are tasked with creating a localized PPC advertising campaign for a brick-and-mortar electronics store. Describe the steps you would take to set up and optimize the campaign, including targeting options, ad extensions, and tracking mechanisms. (20 marks)

QUESTION 3

Describe the importance of landing page experience in PPC advertising and its impact on conversion rates. Explain the key elements of an effective landing page, including relevance, load times, and call to actions (CTAs). Discuss how advertisers can optimize landing pages to improve conversions. (20 marks)

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***** END OF QUESTION PAPER *****