

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Advertising & Digital Marketing

Subject Code : MBA03EM314

Date : 08-03-2026

Time : 11:30AM TO 01:45PM

Max Marks : 70

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) What is Digital Marketing? Discuss its types in detail.
- (2) Explain various frequency levels.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe methods of creating a digital marketing strategy.
- (2) Explain the benefits of SEO.

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Explain the advertising budget methods.
- (2) Describe the importance of media planning in the advertising process.

Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) What is advertising media planning? Write its objectives.
- (2) Write the importance of advertisement budget.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Write the objectives and medium of advertisement.
- (2) Explain the process of creating an advertising budget.
- (3) Explain meaning of media advertising and advertising design.
- (4) Write the tools for web analytics.
- (5) Define advertising agency. Explain some common Ad agency services.

Q.-6. Choose the correct answer from the options given below (5)

(1) Direct mail is a type of advertising medium in which messages are sent to target customers through the mail.

- A) Event advertising
- B) Email marketing
- C) Direct mail
- D) None of the above

(2) _____ is the creation of artwork used in ads, typically for products or services.

- A) publicity
- B) sales promotion
- C) paid information
- D) Advertising design

(3) 9. In the context of social media advertising, what is the term used for the total amount of money spent on advertising?

- A) Social Spend
- B) Ad Allocation
- C) Ad Budget
- D) Ad Engagement

(4) _____ media marketing communications in the form of printed publications.

- A) Radio
- B) Print
- C) Display
- D) Tv

(5) What is the main advantage of pay-per-click (PPC) advertising?

- A) Guaranteed top search engine ranking
- B) Long-term sustainability
- C) Minimal investment required
- D) Immediate results
