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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 08-10-2025

Time: 09.30am to 11.00am

School: SOC/SOM-UG	Program: BBA/ B.Com	
Course Code: BBD3003	Course Name: Affiliate Marketing	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2 marks.

5Q x 2M=10M

1	List the four key players in affiliate marketing.	2 Marks	L1	CO1
2	What is meant by adware?	2 Marks	L1	CO1
3	Recall two ways in which email spam can harm users.	2 Marks	L1	CO1
4	Define affiliate account	2 Marks	L1	CO2
5	List any two steps involved in signing up as an affiliate.	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	An e-commerce store sends thousands of unsolicited promotional emails, leading to customer complaints and the company's domain being blacklisted. Relate this case to the concept of email spam and its consequences for customers and businesses.	10 Marks	L2	CO1
Or				
7.	A user downloads a free game, but soon their browser is flooded with	10 Marks	L3	CO1

	unwanted pop-up ads, slowing their system. Demonstrate how adware spreads and affects user experience in digital marketing.			
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8.	An online shoe retailer suggests socks (cross-sell) and a premium shoe model (up-sell) when a customer adds shoes to their cart. Apply the concepts of cross-selling and up-selling to the online shoe retailer case by giving suitable examples of each strategy.	10 Marks	L3	CO1
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Or

9.	A YouTuber promotes a fitness supplement using an affiliate link in their video description. Viewers purchase the product through this link, earning the YouTuber a commission. Explain how this case demonstrates the core process of affiliate marketing.	10 Marks	L2	CO1
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10.	A college student signs up for Amazon Associates, creates an affiliate account, and integrates product links on their blog. Explain the steps involved in enrolling and setting up an affiliate account in this case.	10 Marks	L2	CO2
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Or

11.	An affiliate researches customer demographics and learns their audience prefers eco-friendly products. Classify how market analysis and research shape affiliate marketing campaigns.	10 Marks	L2	CO2
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12.	An affiliate notices sales drop despite high traffic, and on deeper analysis finds irrelevant ads were being displayed. Demonstrate how continuous monitoring and adjustment improve affiliate program success.	10 Marks	L3	CO2
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Or

13.	A fitness affiliate starts with basic blog promotion, later adds YouTube reviews and paid ads, significantly boosting conversions. Apply appropriate strategies to show how a fitness affiliate can scale an affiliate program from basic blog promotion to advanced methods like YouTube reviews and paid ads.	10 Marks	L3	CO2
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