



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.

Mid - Term Examinations – October 2025

Date: 08-10-2025

Time: 11.45am to 01.15pm

School: SOM-UG/SOC	Program: BBA Digital Marketing	
Course Code: DBS1008	Course Name: Introduction to Digital Marketing	
Semester: I	Max Marks: 50	Weightage: 25%

CO – Levels	C01	C02	C03	C04	C05
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	What is meant by E-Promotion?	2 Marks	L2	C01
2	List any two methods of Online Consumer Targeting.	2 Marks	L2	C01
3	Define Behavioural Targeting in Digital Marketing.	2 Marks	L2	C01
4	State two advantages of Digital Marketing.	2 Marks	L2	C02
5	What is meant by Online Consumer Behaviour?	2 Marks	L2	C02

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Describe the concepts of reach and engagement in digital marketing by highlighting how they measure visibility and interaction, and support your explanation with suitable business examples.	10 Marks	L2	C01
Or				
7.	Explain how businesses identify and engage their target audience in the digital environment through segmentation, analytics, and	10 Marks	L2	C01

	personalized strategies.			
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8.	Examine the role of ROI in evaluating the success of digital marketing campaigns and discuss how it helps businesses make effective budget and strategy decisions.	10 Marks	L2	C01
Or				
9.	Explain the major advantages of Digital Marketing over Traditional Marketing with suitable examples.	10 Marks	L2	C01

10.	Interpret predictive behavioural targeting with real-world examples, and analyse how online platforms use it to deliver relevant ads and personalized experiences.	10 Marks	L2	C02
Or				
11.	Describe the characteristics of new online consumers before making a purchase.	10 Marks	L2	C02

12.	Demonstrate the popularity of brand pages on social media platforms, and analyse their role in building online consumer engagement and brand loyalty.	10 Marks	L2	C02
Or				
13.	Explain the role of contextual targeting in online advertising, and illustrate with examples how ads are placed based on webpage content to maximize relevance.	10 Marks	L2	C02