



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.															
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Mid - Term Examinations – October 2025

Date: 08-10-2025

Time: 11.45am to 01.15pm

School: SOM-UG/SOC	Program: BBA Digital Business	
Course Code: DBS1010	Course Name: Digital Markets and Brand Intelligence	
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	Define a digital ecosystem and give one example.	2 Marks	L1	C01
2	List any two benefits of using data in digital marketing.	2 Marks	L1	C01
3	Identify two external factors influencing digital consumer behaviour.	2 Marks	L1	C02
4	State two common barriers in online buying behaviour.	2 Marks	L2	C02
5	Explain briefly what is meant by 'brand equity' in a digital context.	2 Marks	L1	C01

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Discuss the role of data in digital marketing and branding. Why is it important for businesses today? Give suitable examples.	10 Marks	L2	CO 1
Or				
7.	Explain the concepts of digital value, engagement, and brand equity. Show with examples how they are connected.	10 Marks	L2	CO 1

8.	Describe the types and functions of multi-sided platforms (MSPs). Use examples from the Indian context to illustrate.	10 Marks	L2	CO 1
Or				
9.	Compare and contrast a digital ecosystem with the characteristics of digital markets. Provide relevant business illustrations.	10 Marks	L2	CO 1

10.	Explain the factors influencing digital consumer behaviour with examples of online shopping practices.	10 Marks	L4	CO 2
Or				
11.	Imagine you are launching a new food delivery app for students. Based on the characteristics of digital consumers, suggest features that would attract them.	10 Marks	L4	CO 2

12.	Identify and explain the drivers and barriers of online buying behaviour. Support your answer with examples.	10 Marks	L4	CO 2
Or				
13.	Analyse the stages of the digital customer journey. Explain the role of touchpoints at each stage with suitable digital examples.	10 Marks	L4	CO 2