



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.

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## Mid - Term Examinations – October 2025

Date: 28-10-2025

Time: 11.00am to 12.30pm

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

CO – Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>26</b>	<b>24</b>	-	-	-

### Instructions:

- Read all questions carefully and answer accordingly.
- 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 Digital Marketing and mention one of its advantages.	2 Marks	L2	C01
2	State any two differences between Traditional Marketing and Digital Marketing.	2 Marks	L2	C01
3	What is the significance of ROI in Digital Marketing?	2 Marks	L2	C01
4	List two methods of segmentation in the virtual space.	2 Marks	L2	C02
5	Define an e-product with a suitable example.	2 Marks	L2	C02

### Part B

Answer the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Discuss the growth of Internet and Mobile users in India by highlighting the rapid digital adoption, and analyse how this expansion creates vast potential for Digital Marketing.	10 Marks	L2	C01
Or				
7.	Explain the Digital Marketing process in detail and support your	10 Marks	L2	C01

	explanation with relevant real-world examples.			
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<b>8.</b>	Distinguish digital marketing over traditional marketing, particularly in terms of reach, engagement, and ROI, with practical business illustrations.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>				
<b>9.</b>	Explain the different types of digital marketing with suitable examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>

<b>10.</b>	Interpret different methods of segmentation in the virtual space and illustrate their applications with examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>Or</b>				
<b>11.</b>	Discuss the consumer psychographic profiles and examine their significance in designing online targeting strategies that align with customer lifestyles and values.	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>

<b>12.</b>	Demonstrate online positioning and analyse how it helps businesses shape consumer perceptions in the digital environment through branding and engagement strategies.	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>Or</b>				
<b>13.</b>	Interpret the impact of Digitalization on online marketing mix decisions are being transformed in India.	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>