



Roll No.											
----------	--	--	--	--	--	--	--	--	--	--	--

# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 28-10-2025

**Time:** 11.00am to 12.30pm

<b>School:</b> SOC	<b>Program:</b> BBA Digital Business	
<b>Course Code:</b> DBS1010	<b>Course Name:</b> Digital Markets and Brand Intelligence	
<b>Semester:</b> I	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>24</b>	<b>26</b>	-	-	-

**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**

<b>1</b>	Define Digital Markets with one example.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>2</b>	Mention any two key differences between traditional and digital marketplaces.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>3</b>	List two characteristics of digital consumers.	<b>2 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>4</b>	Identify any two internal factors that influence digital consumer behaviour.	<b>2 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>5</b>	What do you mean by a digital touchpoint? Give an example.	<b>2 Marks</b>	<b>L2</b>	<b>CO2</b>

### Part B

**Answer ALL the Questions. Each question carries 10 marks.**

**4Q x 10M=40M**

<b>6.</b>	Explain the importance of digital markets in today's business environment with suitable examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>				
<b>7.</b>	Discuss the evolution of markets from traditional to digital with a comparative framework.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>

<b>8.</b>	Describe the characteristics of digital markets in detail. Support your answer with examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO 1</b>
<b>Or</b>				
<b>9.</b>	What are multi-sided platforms (MSPs)? Explain their types and functions with relevant examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO 1</b>

<b>10.</b>	Explain the meaning and characteristics of digital consumers with suitable illustrations.	<b>10 Marks</b>	<b>L4</b>	<b>CO 2</b>
<b>Or</b>				
<b>11.</b>	Discuss the factors influencing digital consumer behaviour (internal and external) with examples.	<b>10 Marks</b>	<b>L4</b>	<b>CO 2</b>

<b>12.</b>	Explain the stages in the digital consumer decision-making process with examples from e-commerce platforms.	<b>10 Marks</b>	<b>L4</b>	<b>CO 2</b>
<b>Or</b>				
<b>13.</b>	Discuss the concept of the consumer journey in a digital context. Illustrate the stages and touchpoints with examples.	<b>10 Marks</b>	<b>L4</b>	<b>CO 2</b>