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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 28-10-2025

Time: 11.00am to 12.30pm

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

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

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

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

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

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

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

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