



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## 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	C01	C02	C03	C04	C05
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	C01
2	Mention any two key differences between traditional and digital marketplaces.	2 Marks	L1	C01
3	List two characteristics of digital consumers.	2 Marks	L2	C02
4	Identify any two internal factors that influence digital consumer behaviour.	2 Marks	L2	C02
5	What do you mean by a digital touchpoint? Give an example.	2 Marks	L2	C02

### 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	CO 1
Or				
7.	Discuss the evolution of markets from traditional to digital with a comparative framework.	10 Marks	L2	CO 1

<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>