



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 11 - 12- 2025

Time: 09:30am - 12:30pm

School: SOC / SOM (UG)	Program: BBA - Digital Marketing		
Course Code: BBD3003	Course Name: Affiliate Marketing		
Semester: III	Max Marks: 100	Weightage: 50%	

CO - Levels	C01	C02	C03	C04	C05
Marks	26	26	26	11	11

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 2marks.

10Q x 2M=20M

1.	Define affiliate marketing.	2 Marks	L1	C01
2.	What is a cookie in affiliate marketing?	2 Marks	L1	C01
3.	Define Affiliate Enrollment?	2 Marks	L1	C02
4.	What is SEO?	2 Marks	L1	C02
5.	What is Affiliate Categorisation?	2 Marks	L1	C03
6.	Expand PCW	2 Marks	L1	C03
7.	What is Affiliate Links?	2 Marks	L1	C04
8.	What is trademark bidding in affiliate marketing?	2 Marks	L1	C04
9.	Define an affiliate network service agreement.	2 Marks	L1	C05
10.	What do you mean by screening affiliates?	2 Marks	L1	C05

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Differentiate between PPC, PPA, and PPI payment models with examples.	07 Marks	L2	CO1
Or				
12.	Explain the concept of cross-selling and up-selling to an affiliate blog promoting fitness products.	07 Marks	L2	CO1
Or				
13.	Explain how Market Analysis and Market Research help in shaping effective Affiliate Marketing campaigns.	07 Marks	L2	CO2
Or				
14.	Explain the advantages of setting up an affiliate website for a niche audience. How does focusing on a specific market segment improve engagement, trust, and conversion rates in affiliate marketing?	07 Marks	L2	CO2
Or				
15.	What are Email Marketing Websites in affiliate marketing? Explain how they work and how they help in promoting affiliate products and increasing customer engagement.	07 Marks	L2	CO3
Or				
16.	What are Shopping Directories in affiliate marketing? Explain their purpose and provide suitable examples to show how they help customers and affiliates.	07 Marks	L2	CO3
Or				
17.	Describe the major challenges faced in affiliate marketing and explain how they impact the performance of affiliate programs.	07 Marks	L2	CO4
Or				
18.	Explain the role of keyword and content strategy in affiliate marketing. How does using the right keywords and creating quality content help improve visibility and conversions?	07 Marks	L2	CO4
Or				
19.	Describe the steps involved in hosting and implementing an affiliate program.	07 Marks	L2	CO5
Or				
20.	Explain the importance of managing relationships between merchants and publishers in affiliate marketing.	07 Marks	L2	CO5

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	“A digital marketing firm noticed a sudden decline in customer engagement after running multiple promotional email campaigns. Many recipients marked their messages as spam, leading to lower email deliverability and loss of trust among clients. The management realized that several emails were sent to unverified addresses and contained misleading subject lines.”	15 Marks	L3	CO1
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	Based on the above case, explain the concept of Email Spam, analyse its key characteristics, and suggest effective measures to prevent or avoid it in digital marketing.			
22.	<p>“Ravi started an affiliate website to promote electronic gadgets. Initially, he earned very little. Later, he applied different marketing strategies, he selected high-demand products, optimized his content using SEO, created video reviews, promoted through social media, and collaborated with influencers. Within three months, his sales and traffic improved noticeably.”</p> <p>Based on the case, explain how marketing strategies contribute to the success of an affiliate marketing campaign.</p>	15 Marks	L3	C02
23.	<p>Anita is a travel enthusiast who writes blogs about her trips and shares travel tips on her personal website. She decides to join an affiliate program to earn income by recommending hotels, travel gear, and flight booking platforms through her blog posts. Over time, her blog becomes popular for its honest reviews and engaging content, attracting a loyal audience. Based on the above case, explain what Personal Weblogs are, discuss their key features and purpose, and provide suitable examples to show how they are used in affiliate marketing</p>	15 Marks	L3	C03
24.	<p>An online retail brand wants to expand its affiliate network but is finding it difficult to attract and retain active affiliates. The marketing team decides to improve its promotional approach by focusing on better outreach channels, recruitment campaigns, attractive rewards, and providing useful marketing materials to affiliates. Based on the above case, explain how to promote an affiliate program with reference to channels of promotion, affiliate recruitment campaigns, incentives and rewards, and marketing materials.</p>	15 Marks	L3	C04
25.	<p>A digital company plans to launch its own affiliate program but struggles to recruit affiliates and manage program transparency. Discuss the strategies for setting up and growing an affiliate program.</p>	15 Marks	L3	C05