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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - December 2025

Date: 12 - 12- 2025

Time: 09:30am - 12:30pm

School: SOC / SOM (UG)	Program: BBD	
Course Code : DBS1008	Course Name: Introduction to Digital Marketing	
Semester: I	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	26	26	28	35

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.	Analyse how marketing evolved from product orientation to digital orientation.	2 Marks	L4	C01
2.	Identify any two factors that contributed to the growth of digital marketing in India.	2 Marks	L4	C01
3.	Apply two online segmentation methods used by marketers.	2 Marks	L3	C02
4.	Identify two popular behaviour-based targeting techniques.	2 Marks	L3	C02
5.	Explain the term "search engine marketing (SEM)."	2 Marks	L2	C03
6.	Differentiate between white-hat and black-hat SEO.	2 Marks	L2	C03
7.	Identify any two email campaign tools.	2 Marks	L2	C03
8.	Analyze how social media interactions contribute to building brand loyalty.	2 Marks	L4	C04
9.	Examine how content guidelines impact the effectiveness of online communication.	2 Marks	L4	C04
10.	Analyze key metrics that reveal the performance and impact of social media campaigns.	2 Marks	L4	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Analyse the impact of internet penetration and mobile apps on digital marketing.	07 Marks	L4	C01
Or				
12.	Examine how digital marketing redefines the concept of ROI in modern marketing.	07 Marks	L4	C01
Or				
13.	Apply positioning strategies suitable for digital brands.	07 Marks	L3	C02
Or				
14.	Illustrate the importance of E-promotion in online marketing mix decisions.	07 Marks	L3	C02
Or				
15.	Explain the steps involved in setting up a Google AdWords campaign.	07 Marks	L2	C03
Or				
16.	Discuss the role of pricing models in online advertising.	07 Marks	L2	C03
Or				
17.	Analyze how the social graph influences the creation and spread of viral marketing campaigns, and interpret its role in shaping audience connections.	07 Marks	L4	C04
Or				
18.	Examine the effectiveness of LinkedIn marketing in strengthening B2B relationships and generating qualified business leads through network analysis.	07 Marks	L4	C04
Or				
19.	Analyze the critical factors that determine the success of content seeding strategies on social media and their impact on campaign reach.	07 Marks	L4	C04
Or				
20.	Investigate how tracking and monitoring tools help uncover audience behaviour patterns and performance trends in viral marketing campaigns.	07 Marks	L4	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	A start-up mobile app wants to understand its digital reach. Analyse how data analytics can be used to assess marketing effectiveness.	15 Marks	L4	C01
22.	An e-commerce platform plans to launch a new line of eco-friendly products. Apply segmentation, targeting and positioning for the campaign.	15 Marks	L3	C02

23.	A local restaurant faces low visibility online. Explain how SEO and SEM can enhance its search ranking and customer reach.	15 Marks	L2	CO3
24.	A digital agency is designing a campaign for a new fashion brand using Instagram and YouTube. Analyze how content guidelines, audience preferences, and measurement tools can be integrated to assess campaign effectiveness and brand reach.	15 Marks	L4	CO4
25.	A travel company aims to increase engagement through blogs and community forums. Examine how interaction methods and user participation can be analyzed to build brand trust and sustain long-term online engagement.	15 Marks	L4	CO4