



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 12 - 12- 2025

Time: 09:30am - 12:30pm

School: SOC / SOM (UG)	Program: BBA		
Course Code : DBS1010	Course Name: Digital Markets and Brand Intelligence		
Semester: I	Max Marks:100	Weightage:50%	

CO - Levels	C01	C02	C03	C04
Marks	26	26	24	24

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 a digital market and list two of its main characteristics.	2 Marks	L1	C01
2.	Compare any two ways in which digital markets differ from traditional markets.	2 Marks	L2	C01
3.	Identify two internal factors that influence digital consumer behaviour.	2 Marks	L1	C02
4.	Classify two external factors that shape online buying behaviour.	2 Marks	L2	C02
5.	List two common types of digital platforms.	2 Marks	L1	C03
6.	Illustrate one product-based and one service-based platform with examples.	2 Marks	L2	C03
7.	Mention any two components of digital brand equity.	2 Marks	L1	C03
8.	Select two sources of marketing data relevant for digital campaigns.	2 Marks	L1	C04
9.	Apply one example to show how data supports brand decision-making.	2 Marks	L3	C04
10.	Outline two ethical practices in handling marketing data.	2 Marks	L2	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Describe the evolution of markets from traditional to digital with suitable examples.	07 Marks	L2	C01
Or				
12.	Illustrate how the role of data has transformed modern digital markets.	07 Marks	L2	C01
13.	Compare the internal and external factors that shape online consumer behaviour.	07 Marks	L4	C02
Or				
14.	Analyse the stages of the digital consumer decision-making process with suitable examples.	07 Marks	L4	C02
15.	Classify various types of digital platform business models with examples.	07 Marks	L2	C03
Or				
16.	Interpret how storytelling contributes to effective digital brand positioning.	07 Marks	L2	C03
17.	Apply marketing analytics to assess the performance of a recent online campaign	07 Marks	L3	C04
Or				
18.	Plan a small-scale data-driven marketing activity for a startup of your choice.	07 Marks	L3	C04
19.	Identify and make use of two ethical data practices in marketing operations.	07 Marks	L3	C04
Or				
20.	Organize a brief outline for using customer data to improve digital customer experience.	07 Marks	L3	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Describe how the shift from a physical marketplace to an online ecosystem can create new forms of customer value.	15 Marks	L2	C01
22.	Many online shoppers add items to the cart but don't complete their purchase. Using your understanding of digital consumer behaviour, identify key reasons behind this and suggest possible ways a brand can encourage completion of purchase.	15 Marks	L4	C02
23.	Illustrate how multi-sided platforms like Nykaa or Urban Company build brand equity through user engagement.	15 Marks	L2	C03
24.	Illustrate how the platform's design and revenue model shape customer perception and brand positioning	15 Marks	L2	C03
25.	A personal care brand uses influencer marketing but faces backlash for data privacy concerns after collecting user data without consent. Question: Examine the ethical issues involved and suggest data practices the brand should follow to rebuild trust.	15 Marks	L3	C04