Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 26 – 12- 2025 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA Digital Marketing	
Course Code : MBA3028	**Course Name:** EMAIL CAMPAIGNING & AFFILIATE MARKETING	
Semester: III	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**16**	**16**	**34**	**34**	

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 3marks. **10Q x 3M=30M**

1.	Classify the different types of E-mail campaigns used in digital marketing.	**3 Marks**	**L2**	**CO1**
2.	Explain the concept of E-mail campaigning and its relevance.	**3 Marks**	**L2**	**CO1**
3.	Classify key components of an effective Email campaign.	**3 Marks**	**L2**	**CO2**
4.	Explain the 7A Framework and its application.	**3 Marks**	**L2**	**CO2**
5.	Identify the key participants in an affiliate marketing network and explain their roles in the system.	**3 Marks**	**L2**	**CO3**
6.	Compare using a website vs using social media as an affiliate marketing channel.	**3 Marks**	**L4**	**CO4**
7.	Explain how Click Bank functions as an affiliate program platform.	**3 Marks**	**L2**	**CO3**
8.	Examine the risks and limitations of affiliate marketing without a website. Depends heavily on social platforms, limited SEO reach, higher chance of account suspension, and lower credibility.	**3 Marks**	**L4**	**CO4**
9.	Explain why tracking and analytics are important in affiliate marketing.	**3 Marks**	**L2**	**CO3**
10.	Compare organic keyword ranking and paid keyword targeting for affiliates.	**3 Marks**	**L4**	**CO4**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Classify email campaigns for university alumni engagement.	**10 Marks**	**L3**	**CO1**
		Or			
12.	**a.**	Explain email campaigning for a start-up's digital presence.	**10 Marks**	**L3**	**CO1**

13.	**a.**	Classify components for a fitness app launch email.	**10 Marks**	**L3**	**CO2**
		Or			
14.	**a.**	Explain 7A Framework for travel agency promos.	**10 Marks**	**L3**	**CO2**

15.	**a.**	Describe the role of storytelling in content-based affiliate marketing and explain how it improves engagement.	**10 Marks**	**L2**	**CO3**
		Or			
16.	**a.**	Describe the major categories of affiliate marketing models and explain how each suits different types of audiences.	**10 Marks**	**L2**	**CO3**

17.	**a.**	Compare the capabilities of free vs. paid tools for performing keyword research in affiliate marketing.	**10 Marks**	**L4**	**CO4**
		Or			
18.	**a.**	Evaluate when an affiliate marketer benefits more from a website-based model versus a non-website model.	**10 Marks**	**L4**	**CO4**

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	**a.**	Anita is an MBA student who wants to start affiliate marketing in the "home fitness equipment" niche. She is confused about whether she should create a website or start without a website using Instagram + YouTube Shorts. She uses free tools like Google Keyword Planner and Google Trends and finds that keywords such as: • "Compact home treadmill" • "Budget adjustable dumbbells" • "Workout equipment for small spaces" are gaining traction. However, Anita notices that search competition is rising. She wonders whether she should invest in paid tools like Ahrefs or SEMrush to get deeper keyword insights. Anita now wants to design content strategies for both types of platforms and track her keywords over 3 months. She wants to select the right products to promote—high-ticket treadmills or low-ticket accessories.	**15 Marks**	**L4**	**CO4**

		Questions: Q1. Analyze the advantages and disadvantages of using a website vs. no-website approach for Anita's affiliate marketing plan. Provide a structured comparison. Q2. Evaluate how keyword research, keyword tracking, and tool selection (free vs paid) will influence Anita's product selection and content strategy for home fitness equipment			

20.	**a.**	Arun has recently joined as an Affiliate Marketing Manager for TechTrendz, a company selling gadgets, software tools, and digital learning courses. The company wants to expand its sales using affiliate marketing instead of traditional advertising. To begin, Arun studies the concept and process of affiliate marketing and identifies that the company must choose relevant affiliates who already have an audience interested in technology. He also explores different affiliate networks such as ClickBank, ShareASale, and Commission Junction (CJ) to understand which platform can connect TechTrendz with suitable publishers. Arun learns that each platform has unique strengths: Click Bank is strong for digital courses, ShareASale is good for product variety, and CJ has strong technology-focused publishers. TechTrendz wants to use reward websites, tech blogs, and email marketers as part of their affiliate strategy. The management asks Arun to prepare an affiliate plan that includes the right platforms, content type, and affiliates to collaborate with. Arun must explain the reasoning behind his choices based on the company's product category and goals. **Questions:** Q1. Explain the important steps Arun should follow in the process of affiliate marketing while setting up TechTrendz's campaign. Q2. Based on the case, describe the types of affiliates Arun should select and justify why platforms such as Click Bank, Share A Sale, and CJ are suitable for Tech Trendz.	**15 Marks**	**L4**	**CO3**