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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 13/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: DBS1009

Course Name: Foundations of Digital Marketing and Customer Strategy

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	List the 5Ds of digital marketing.	2	CO1	BT1
2	State the scope of digital marketing.	2	CO1	BT2
3	Differentiate between marketplace and subscription models.	2	CO1	BT2
4	Define the Freemium model.	2	CO2	BT2
5	Digital marketing funnel is a linear and stage-based framework. Justify	2	CO2	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Illustrate the evolution of marketing from the traditional to digital era with suitable examples.	10	CO1	BT2
7	A startup aims to digitize grocery shopping in small cities using mobile apps, home delivery, and online payment options. A. Recommend a suitable digital business model with justification. B. Suggest strategies to compete with large e-commerce players.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Explain the digital marketing ecosystem with suitable examples.	10	CO1	BT2
9	Summarize the different digital business models and their revenue generation methods.	10	CO1	BT2

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	A new gym wants to attract students. Use ToFU, MoFU, and BoFU to suggest activities at each funnel stage.	10	CO2	BT4
11	Examine the AIDA model and propose stage-wise campaign elements for a new mobile phone launch.	10	CO2	BT4

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Analyze how segmentation supports customer persona development.	10	CO2	BT4
13	Classify the stages in Digital Consumer Behaviour and their role in online purchase decisions.	10	CO2	BT4