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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: DBS2019

Course Name: Affiliate Marketing

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	Who is an affiliate marketer?	2	CO1	BT1
2	List any two types of affiliate websites.	2	CO1	BT1
3	Mention any two popular product categories purchased by digital buyers.	2	CO1	BT1
4	What is meant by affiliate traffic?	2	CO2	BT1
5	Why is regular communication important with affiliates?	2	CO2	BT1

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

Qn.No	Questions	M	CO	BT
6	Explain the concept of affiliate marketing. Discuss the key parties involved in affiliate marketing.	10	CO1	BT2
7	Who are digital buyers? Discuss their characteristics and importance in the growth of affiliate marketing.	10	CO1	BT2

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

Qn.No	Questions	M	CO	BT
8	Outline the challenges faced by affiliate marketers and suggest a few suitable solutions.	10	CO1	BT2
9	Summarize the growth of affiliate marketing using recent	10	CO1	BT2

affiliate marketing statistics and trends.

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

Qn.No	Questions	M	CO	BT
10	Describe how regular communication improves affiliate performance.	10	CO2	BT2
11	Explain the different affiliate marketing compensation models with examples.	10	CO2	BT2

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

Qn.No	Questions	M	CO	BT
12	Discuss the importance of KPIs in managing affiliate marketing programs.	10	CO2	BT2
13	Summarize the role of affiliate onboarding and continuous engagement.	10	CO2	BT2