



Even Semester End Term Examination, May / June 2026

Date: 25/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: DBS2019

Course Name: Affiliate Marketing

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	36	36	38	70

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define affiliate marketing.	2	CO1	BT1
2	List any two benefits of affiliate marketing.	2	CO1	BT1
3	What are Key Performance Indicators (KPIs) in affiliate marketing?	2	CO2	BT1
4	Name any two affiliate marketing compensation models.	2	CO2	BT1
5	What is an affiliate network?	2	CO3	BT1
6	State two strategies used by affiliates to increase conversions.	2	CO3	BT1
7	What is affiliate marketing software?	2	CO4	BT1
8	Mention two popular affiliate programs.	2	CO4	BT1
9	What is conversion rate in affiliate marketing?	2	CO3	BT1
10	State one potential issue in affiliate marketing.	2	CO4	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the concept and working process of affiliate marketing.	6	CO1	BT2
11.b	A student plans to start a blog-based affiliate business. Summarize steps and challenges.	10	CO1	BT2
12.a	Discuss the different types of affiliate websites.	6	CO1	BT2
12.b	Summarize the benefits of affiliate marketing using trends.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Explain the different types of compensation models.	6	CO2	BT2
13.b	Summarize the role of KPIs in improving ROI.	10	CO2	BT2
14.a	Discuss the importance of communication methods.	6	CO2	BT2
14.b	Suggest a few solutions for payment issues faced in affiliate marketing.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Describe a few strategies for merchants.	6	CO3	BT2
15.b	Summarize the risks and recommend strategies for merchants.	10	CO3	BT2
16.a	Discuss a few affiliate marketing strategies for affiliates.	6	CO3	BT2
16.b	Explain low conversion issues in affiliate marketing.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Discuss the role of affiliate software.	6	CO4	BT2
17.b	An e-commerce company implements affiliate marketing software to automate tracking, commission calculation, and partner communication. Analyse how automation through such software enhances efficiency, accuracy, and scalability in managing affiliate marketing programs.	10	CO4	BT2
18.a	Highlight a few popular affiliate programs and briefly describe about it.	6	CO4	BT2
18.b	Recommend a few software tools for beginners adapting affiliate marketing.	10	CO4	BT2

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain the relationship between affiliate marketing and online marketing.	6	CO4	BT2
19.b	Summarize a few popular affiliate programs both at global and indian context.	10	CO4	BT2
20.a	Explain the issues faced in affiliate marketing.	6	CO4	BT2

20.b	Explain a few fraud prevention measures to be applied in affiliate marketing.	10	CO4	BT2
------	---	----	-----	-----