



Even Semester End Term Examination, May / June 2026

Date: 25/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: DBS1009

Course Name: Foundations of Digital Marketing and Customer Strategy

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	38	30	44	68

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	List the 5Ds of digital marketing.	2	CO1	BT1
2	Differentiate digital marketing from traditional marketing	2	CO1	BT2
3	Outline the role of marketing automation in digital marketing.	2	CO1	BT1
4	Comment on the statement if the 4Ps were dead, justify the transition.	2	CO2	BT2
5	Interpret the role of the AIDA model in digital marketing communication.	2	CO2	BT2
6	Summarize the purpose of using NPS in digital marketing.	2	CO3	BT2
7	Identify the types of SEO.	2	CO3	BT2
8	Identify different types of content marketing.	2	CO3	BT2
9	Define Cost Per Click (CPC).	2	CO4	BT1
10	Explain CAC.	2	CO4	BT2

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Summarize the scope of digital marketing and its major applications in business.	6	CO1	BT2
11.b	Illustrate the evolution of marketing from the traditional to digital era with suitable examples.	10	CO1	BT2

12.a	Describe the digital marketing ecosystem and the role of key players.	6	CO1	BT2
12.b	Summarize the different digital business models and their revenue generation methods.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Examine the digital marketing funnel and relate suitable marketing activities to each stage.	6	CO2	BT2
13.b	Examine the AIDA model and propose stage-wise campaign elements for a new smartwatch launch.	10	CO2	BT2
14.a	Classify the stages in digital consumer behaviour and their role in online purchase decisions.	6	CO3	BT2
14.b	Analyze how different segmentation bases contribute to the development of effective customer personas for designing customer-centric digital marketing strategies.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain the differences between SEO and PPC in terms of speed, cost, and sustainability.	6	CO3	BT3
15.b	Analyze why long-tail keywords are more effective than short keywords in SEO.	10	CO3	BT3
16.a	Explain organic and paid social media strategies with examples.	6	CO3	BT3
16.b	Analyze and recommend an effective content distribution strategy for mamaearth across multiple digital platforms to enhance brand visibility and conversions.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain different types of PPC campaign strategies in digital marketing.	6	CO4	BT4
17.b	Apply a structured PPC campaign strategy for a new product launch by selecting suitable criteria.	10	CO4	BT4
18.a	Analyze how attribution models help marketers optimize digital campaigns and improve ROI.	6	CO4	BT4
18.b	Evaluate the effectiveness of different attribution models in measuring digital campaign performance.	10	CO4	BT4

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain the architecture flow and purpose of GA4.	6	CO4	BT4
19.b	Analyze how GA4 common reports help improve marketing strategies.	10	CO4	BT4
20.a	Analyze the role of AI and AR/VR in transforming digital marketing practices.	6	CO4	BT4
20.b	A digital campaign reports the following data: Impressions: 40,000; Clicks: 2,000; Conversions: 160; Ad Spend: ₹80,000; Revenue: ₹3,20,000. Calculate CTR, CPC, Conversion Rate, ROAS, and ROI.	10	CO4	BT4