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Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: DBS1008 **Course Name:** Introduction to Digital Marketing

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	46	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Any two: measurability, targeting, interactivity, global reach, personalization, cost effectiveness.	2	CO1	BT1
2	Search engines, social media, email, websites, display advertising, content marketing, etc.	2	CO1	BT1
3	The study of how consumers search, evaluate, purchase, and interact with products/services through digital platforms.	2	CO1	BT1
4	SEO activities carried out within a webpage, such as titles, headings, content, keywords, URLs, internal links and meta descriptions.	2	CO2	BT1
5	CPC, CPM, and CPA.	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Digital marketing framework; objectives; audience; channels; content; conversion; measurement; optimization; application to a business.	10	CO1	BT2
7	Search, social, email, display, and content channels; awareness, engagement, traffic, lead generation, and conversion objectives.	10	CO1	BT4

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Online behaviour; search behaviour; reviews; ratings; social proof; recommendations; personalization; convenience; trust; digital content.	10	CO1	BT4
9	Website analytics, cookies, pixels, clickstream analysis, search behaviour, heatmaps, social analytics, conversion tracking; insights for targeting and personalization.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Website audit → keyword research → content → on-page optimization → technical SEO → off-page SEO → monitoring → optimization; educational website application.	10	CO2	BT5

ANSWER KEY

11	Ethical White Hat methods; manipulative Black Hat methods; Grey Hat methods; search-engine penalties; reputation; sustainability; long-term implications.	10	CO2	BT4

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Search advertising appears in search results based on queries/keywords; display advertising uses visual ads across websites/apps; search for intent/traffic; display for awareness/reach/remarketing.	10	CO2	BT2
13	Objective → audience → segmentation → email list → subject line → content → CTA → scheduling → testing → metrics such as open rate, CTR, and conversion rate.	10	CO2	BT5

ANSWER KEY