**Roll No:** | | | | | | | | | | | |

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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

**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 | State any two important features of digital marketing. | 2 | CO1 | BT1 |
| 2 | Identify any two digital marketing channels. | 2 | CO1 | BT1 |
| 3 | Define online consumer behaviour. | 2 | CO1 | BT1 |
| 4 | Explain the meaning of on-page SEO. | 2 | CO2 | BT1 |
| 5 | List any two online advertising pricing models. | 2 | CO2 | BT1 |

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

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 6 | Explain the major digital marketing models and frameworks. Illustrate how a business can use a digital marketing framework to achieve its marketing objectives. | 10 | CO1 | BT2 |
| 7 | Analyse the major digital marketing channels such as search, social media, email, display, and content marketing. Evaluate their suitability for different marketing objectives. | 10 | CO1 | BT4 |

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

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 8 | Explain online consumer behaviour and its major influencing factors. Analyse how reviews, social proof, personalization, and digital content affect consumer decisions. | 10 | CO1 | BT4 |
| 9 | Describe the methods used to track online consumer behaviour. Explain how behaviour tracking can generate useful consumer insights for marketers. | 10 | CO1 | BT2 |

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

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 10 | Explain the process of SEO from keyword research to performance measurement. Develop an SEO plan for a newly launched educational website. | 10 | CO2 | BT5 |
| 11 | Differentiate between White Hat, Black Hat, and Grey Hat SEO. Analyse the ethical and business implications of adopting these techniques. | 10 | CO2 | BT4 |

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



*PTO (Please Turn Over)*

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 12 | Explain the difference between search advertising and display advertising. Recommend suitable campaign objectives for each type and justify your selection. | 10 | CO2 | BT2 |
| 13 | Describe the process of designing an email marketing campaign. Develop a campaign plan covering audience segmentation, subject line, content, call-to-action, and performance measurement. | 10 | CO2 | BT5 |