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

# PRESIDENCY UNIVERSITY

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Bengaluru

**Mid Term Examinations - October 2026**

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

**Course Code:** DBS1010 **Course Name:** Digital Markets and Brand Intelligence

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

| CO - Levels | CO1 | CO2 |
|---|---|---|
| Marks | 46 | 44 |

ANSWER KEY

**PART A: Answer Following Questions. 10 M**

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 1 | A digital market is an online marketplace where buyers and sellers exchange goods, services, or information through digital technologies. Examples: Amazon, Flipkart. | 2 | CO1 | BT1 |
| 2 | Global reach and 24/7 accessibility. | 2 | CO1 | BT2 |
| 3 | A multi-sided platform connects two or more distinct user groups and facilitates interactions among them. Example: Uber connects riders and drivers. | 2 | CO1 | BT1 |
| 4 | A digital consumer uses digital channels to search, evaluate, purchase, or review products/services.<br>Characteristics: tech-savvy and highly informed. | 2 | CO2 | BT2 |
| 5 | Internal factors arise within the consumer, e.g., motivation. External factors come from the environment, e.g., social media influence. | 2 | CO2 | BT2 |

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

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 6 | Digital markets are online platforms where buyers and sellers interact. They offer global reach, convenience, 24/7 access, personalization and cost efficiency. Examples: Amazon, Flipkart, Uber. | 10 | CO1 | BT2 |
| 7 | Digital markets create customer value through convenience, personalization, price comparison, accessibility and customer reviews. Examples: Amazon, Netflix, Swiggy. | 10 | CO1 | BT4 |

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

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 8 | Traditional marketplaces evolved into digital marketplaces through internet, smartphones, e-commerce platforms, digital payments, cloud computing and social media, enabling online buying and selling. | 10 | CO1 | BT2 |
| 9 | Customers now expect convenience, wider choice, competitive prices and fast service. The bookstore can adopt online selling, social media marketing, digital payments, home delivery and personalized recommendations. | 10 | CO1 | BT4 |

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

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|



PTO (Please Turn Over)

| | | | | |
|---|---|---|---|---|
| 10 | Internal factors: needs, preferences and previous experience. External factors: friends' recommendations, online reviews, social media influence and discounts. These factors jointly shape the laptop purchase decision. | 10 | CO2 | BT4 |
| 11 | Drivers: convenience, price discounts, variety, easy comparison and personalization. Barriers: security/privacy concerns, lack of trust, delivery issues and inability to physically examine products. Example: Amazon. | 10 | CO2 | BT2 |

| **PART E: Answer Any 1 Following Questions. 10 M** | | | | |
|---|---|---|---|---|
| **Q.N.** | **Questions** | **M** | **CO** | **BT** |
| 12 | The student demonstrates a well-informed, research-oriented, digitally connected, price-conscious, and socially influenced digital consumer behaviour. | 10 | CO2 | BT4 |
| 13 | Need recognition → Information search → Evaluation of alternatives → Purchase decision → Post-purchase evaluation.<br>Example: Identifying the need for a phone → comparing models → selecting one → purchasing → reviewing satisfaction. | 10 | CO2 | BT4 |

ANSWER KEY