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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

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Define a digital market.	2	CO1	BT1
2	State the characteristics of digital markets.	2	CO1	BT2
3	Define a multi-sided platform.	2	CO1	BT1
4	Define a digital consumer and mention any two characteristics of a digital consumer.	2	CO2	BT2
5	Distinguish between an internal factor and an external factor influencing digital consumer behaviour, with one example each.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain the meaning, scope and importance of digital markets. Illustrate your answer with suitable business examples.	10	CO1	BT2
7	Analyse how digital markets create value for digital customers. Support your answer with suitable examples.	10	CO1	BT4

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Describe the evolution from traditional marketplaces to digital marketplaces. Explain the major technological developments that contributed to this transition.	10	CO1	BT2
9	A local bookstore is experiencing a decline in physical-store customers. Analyse how the transition from traditional to digital marketplaces has changed customer expectations and suggest suitable digital approaches for the bookstore.	10	CO1	BT4

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	A student wants to purchase a laptop. The student's decision is influenced by personal needs, previous experience, friends' recommendations, online reviews, social media content and discounts. Analyse how internal and external factors influence this purchase decision.	10	CO2	BT4

11	Explain the major drivers and barriers influencing online buying behaviour. Provide suitable examples.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	A college student compares prices on different websites, watches YouTube reviews, checks ratings and seeks recommendations from friends before purchasing a smartphone. Analyse the characteristics of a digital consumer demonstrated in this behaviour.	10	CO2	BT4
13	Describe the stages of the Digital Consumer Decision-Making Process (DCDM) with suitable examples.	10	CO2	BT4