

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - APR 2023**

Semester : Semester II - 2022 - 23 - BBA DM - 2022

Course Code : BBA3055

Course Name : Sem II - BBA3055 - Introduction to Digital Marketing

Program : BBA Digital Marketing

Date : 15-APR-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
-

PART A

ANSWER ALL THE FIVE QUESTIONS

5X2=10M

1. XYZ is a fashion retail company which has been following traditional marketing practice since years, they are willing to practice digital marketing as well but are not sure as to why businesses are considering digital marketing. Outline reasons why it is important for companies to consider digital marketing practice.
(CO1) [Knowledge]
2. Companies spend money on digital ads with an assumption that the amount spent on ads will benefit the organization on various parameters. Describe digital marketing parameters that can help the company to understand the return generated on every ad with the formula to compute the return.
(CO1) [Knowledge]
3. Companies tend to develop a decent customer base after years of presence in the industry, but what matters the most is to what extent the existing customers are willing to promote the company brand to their known group. Describe a digital marketing practice that can help the companies to gauge their existing customers willingness to promote the brand.
(CO1) [Knowledge]
4. Online targeting comes at a certain cost to the marketer, hence its importance to have some basis before engaging into online targeting. Describe the concept of Behavioural targeting with an example.
(CO2) [Knowledge]
5. Segmentation is an important activity to be performed by the marketer as it helps the company to have a superficial idea about their prospective customer profile. Describe the concept of digital segmentation with an example.
(CO2) [Knowledge]

PART B

ANSWER ALL THE TWO QUESTIONS

2X10=20M

6. ABC company has planned to engage in digital marketing for cosmetic products manufactured and marketed by the them. They are looking for an expert advise to understand the process involved in digital marketing. Explain the process of digital marketing to ABC company with an example of cosmetic brand.

(CO1) [Comprehension]

7. Digitalization can be effectively utilized only after developing and facilitating a platform for effective functioning of digital services. Explain the concept of digital ecosystem and phases involved in developing a digital ecosystem.

(CO2) [Comprehension]

PART C

ANSWER THE ONE QUESTION

1X20=20M

8. Engaging in digital marketing activity has become crucial for most of the business due to level of competition, presence of competitors in digital platform and also due to the ability of the digital platform to reach mass. Illustrate types of digital marketing techniques that could be adopted by the business with examples.

(CO1) [Application]