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**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester IV - 2022 - 23 - BBA DM - 2021  
**Course Code :** BBA3060  
**Course Name :** Sem IV - BBA3060 - Digital Marketing Strategy  
**Program :** BBA Digital Marketing

**Date :** 15-APR-2023  
**Time :** 2:00PM - 3:30PM  
**Max Marks :** 50  
**Weightage :** 25%

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**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.
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**PART A**

**ANSWER ALL THE FIVE QUESTIONS**

**5X2=10M**

1. All electronically mediated information exchanges are known as \_\_\_\_\_  
a) Digital Business (CO1) [Knowledge]  
b) E-Business  
c) E-Commerce  
d) Digital Marketing
2. Which of the following is incorrect about digital marketing?  
a) Digital marketing can only be done offline (CO1) [Knowledge]  
b) Digital marketing cannot be done offline.  
c) Digital marketing requires electronic devices for promoting goods and services.  
d) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.
3. An advertising model in which advertisers bid on keywords or phrases relevant to their target market, with sponsored/paid search engine listings to drive traffic to a website is called:  
a) Search Engine Optimisation (SEO). (CO2) [Knowledge]  
b) Contextual Advertising.  
c) Digital Asset Optimisation (DAO).  
d) Pay Per Click (PPC).

4. This is a form of targeted advertising, on websites, with advertisements selected and served by automated systems based on the content displayed to the user. (CO2) [Knowledge]
- a) Contextual advertising.
  - b) Interactive marketing.
  - c) Internet advertising.
  - d) Direct marketing.
5. Which of the following is not a type of digital marketing activity? (CO1) [Knowledge]
- a) e-marketing
  - b) Print advertisement
  - c) Social marketing
  - d) Internet marketing

### **PART B**

#### **ANSWER ALL THE TWO QUESTIONS**

**2X10=20M**

6. The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers. Explain the benefits of digital marketing for consumers. (CO2) [Comprehension]
7. IoT is all about the enhancement of business processes and solutions with sensors, devices, gateways and platforms. By gathering all their data in one place, manufacturers can make intelligent decisions and design more efficient processes. Explain the role of IoT (Internet of Things) in business. (CO2) [Comprehension]

### **PART C**

#### **ANSWER THE ONE QUESTION**

**1X20=20M**

8. Any type of marketing can help the business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone. Illustrate various types of digital marketing strategies adopted by companies. (CO3) [Application]