



BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-2022
Course Name – Affiliate Marketing
Course Code - BBADMC502
(Semester V)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify the primary parties involved in affiliate marketing.
 - a) Advertiser, Affiliate, Customer
 - b) Seller, Buyer, Broker
 - c) Creator, Manager, User
 - d) Promoter, Distributor, Consumer
- (ii) Locate the main function of an affiliate program.
 - a) To manage email marketing campaigns
 - b) To track sales and leads generated by affiliates
 - c) To design the company's website
 - d) To handle customer service inquiries
- (iii) Select the purpose of cookies in affiliate marketing.
 - a) To enhance website graphics
 - b) To track user behavior and affiliate referrals
 - c) To store user passwords
 - d) To block spam emails
- (iv) Choose the correct definition of search engine spam.
 - a) Optimizing content for better search rankings
 - b) Creating irrelevant content to manipulate search results
 - c) Paying for higher search engine rankings
 - d) Excluding competitors from search results
- (v) Remember what trademark bidding means.
 - a) Competing for the highest ad placement
 - b) Bidding on keywords that include competitor trademarks
 - c) Increasing bid amounts for popular keywords
 - d) Bidding for ad space on partner websites
- (vi) Select the primary goal of an affiliates marketing efforts.
 - a) Increasing email subscriptions
 - b) Generating leads and sales for the advertiser
 - c) Creating brand awareness
 - d) Driving traffic to the advertiser's website without conversions

- (vii) Choose the contributions of social networks in entrepreneurial success.
- a) They provide emotional support only.
 - b) They are used for personal socializing but not for business.
 - c) They help entrepreneurs access resources, information, and opportunities.
 - d) They primarily offer financial support.
- (viii) Define a key quality that is essential for a prospective entrepreneur.
- a) High adaptability
 - b) Inflexibility
 - c) Avoidance of risks
 - d) Passivity
- (ix) Choose the significance of McClelland's Need for Achievement in entrepreneurial motivation.
- a) It emphasizes the drive for financial success and external recognition.
 - b) It focuses on the desire to innovate and achieve success in challenging tasks.
 - c) It highlights the importance of maintaining a work-life balance.
 - d) It underlines the necessity of following established procedures and guidelines.
- (x) Choose how the concept of "hygiene factors" can impact an entrepreneur's motivation.
- a) They directly contribute to job satisfaction and high performance.
 - b) They are necessary to prevent dissatisfaction but do not enhance motivation.
 - c) They are unrelated to job performance or satisfaction.
- (xi) Define the term "self-actualization" as per Maslow's theory.
- a) The need for social relationships and connections.
 - b) The desire for basic physiological and safety needs.
 - c) The realization of personal potential, self-fulfillment, and seeking personal growth.
 - d) The need for respect and recognition from others.
- (xii) Name the features offered by LinkedIn for paid business accounts.
- a) Facilitate posting pictures
 - b) Facilitate to connect directly and send messages to people
 - c) Ability to post in Groups and create a Group
 - d) Ability to block users
- (xiii) In the email campaign, _____ delivers the advertisements into the group of targeted customers.
- a) Spoofing
 - b) Indirect email marketing
 - c) Direct email marketing
 - d) Spamming
- (xiv) Choose from the following factors that leads to a Successful PPC Advertisement.
- a) Selecting Relevant Keywords
 - b) Improved Landing Page Quality
 - c) Quality Score
 - d) All of these
- (xv) If you enable automatic approval of affiliates, you should.
- a) Leave a contact email
 - b) Regularly monitor the application
 - c) Avoid using automated options
 - d) Have terms of service document

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define the process of attracting affiliates to your program. (3)
3. Illustrate the steps to grow your affiliate numbers effectively. (3)
4. Explain the process of handling customer returns in an affiliate program. (3)
5. Explain methods to combat affiliate fraud. (3)
6. Evaluate the effectiveness of email spam as an affiliate marketing tactic. (3)

OR

Evaluate the pros and cons of multi-tier marketing for affiliates.

(3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe the tools and techniques used to enhance HTML and CSS for developing responsive and interactive web pages. (5)
8. Determine the key factors for successful market analysis in affiliate marketing. (5)
9. Examine the common challenges faced by new affiliates in tracking sales and performance. (5)
Discuss potential solutions to overcome these challenges, including the use of analytical tools and optimizing tracking methods.
10. Evaluate the effectiveness of different tools for developing visual content for websites. (5)
11. Elaborate on the importance of refining content in alignment with design and brand guidelines. (5)
12. Evaluate the role of tracking and reporting tools in enhancing the performance of affiliates using platforms like Commission Junction and ShareASale. (5)

OR

Evaluate the step-by-step process of enrolling in an affiliate marketing program. Include details about how to research and select an appropriate affiliate program. (5)
