18031

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA-2024
Course Name – Digital Customer Experience Management
Course Code - MBA30203D
(Semester III)

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) Which of the following is a post-purchase digital touchpoint?
a) Product comparison tool b) Order tracking page
c) Influencer content d) Display ad

(ii) What is the key goal of User-Centred Design (UCD)?
a) Maximize profit b) Focus on brand aesthetics
c) Prioritize user needs and feedback d) Increase social media traffic

(iii) Choose the best way to enhance a mobile digital touchpoint for ease of use.
a) Add pop-up ads b) Use large tap targets and minimal typing
c) Increase form fields d) Remove navigation menus

(iv) Which brand is known for using hyper-personalization through AI in DCX?
a) Domino's b) Amazon
c) Flipkart d) Big Bazaar

(v) Why is DCX important for business growth?
a) Reduces advertising costs b) Increases app development
c) Improves customer satisfaction and revenue d) Eliminates need for staff

(vi) Select a tool used in analyzing DCX performance.
a) SWOT b) NPS
c) IRR d) PESTLE

(vii) Choose the correct step in customer profiling.
a) Eliminate users b) Clone users
c) Create segments using data d) Focus on sales alone

(viii) What is a customer persona used for?
a) Legal compliance b) Staff hiring
c) Representing segment characteristics d) Backend automation

(ix) Identify the KPI that reflects customer loyalty by analyzing repeat behavior and long-term engagement with a brand.

a) CSAT b) NPS
c) ROI d) SEM

(x) Evaluate the benefit of using analytics in DCX.

a) Reduces feedback b) Enhances design only
c) Provides insights for improvements d) Slows down websites

(xi) Determine the tool that supports digital customer experience optimization by analyzing user interactions and providing actionable insights for improvement.

a) SWOT b) Google Analytics
c) BCG Matrix d) Porter's Five Forces

(xii) Evaluate the value of customer profiling.

a) It delays strategy execution b) Enables customized messaging
c) Limits personalization d) Reduces marketing ROI

(xiii) Identify the tool commonly used for digital segmentation by analyzing customer data to create targeted audience groups based on behavior and attributes.

a) Tally b) Tableau
c) Canva d) WordPress

(xiv) Why is consistency critical in digital design?

a) Reduces load speed b) Improves SEO only
c) Strengthens brand identity d) Helps in coding

(xv) Which is a loyalty stage touchpoint?

a) Shopping cart b) Referral program
c) Product ad d) Welcome email

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define customer journey mapping. (3)
3. Explain the purpose of identifying pain points in customer journeys. (3)
4. Analyze how an emotional trigger influences different aspects of digital customer experience, and infer its impact on customer satisfaction. (3)
5. Differentiate between UCD for mobile and web platforms. (3)
6. Assess how Nike integrates digital touchpoints to improve DCX. (3)

OR

Analyze the impact of inconsistent messaging across digital touchpoints. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define Digital Customer Experience (DCX) and explain its significance in the modern digital landscape. (5)
8. Dissect the influence of emotional factors at different stages of the digital customer experience journey. (5)
9. Explain the difference between CX and DCX with relevant examples. (5)
10. Evaluate how personalization enhances Digital Customer Experience. (5)
11. Evaluate the effectiveness of Amazon's digital touchpoints. (5)
12. Examine how omnichannel strategies integrate various customer touchpoints to enhance the overall digital customer experience. (5)

OR

Categorize key metrics used to measure digital customer experience (DCX) success and examine how each reflects specific aspects of customer engagement and satisfaction. (5)

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