



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – BBA(DM)-2021

Course Name – Sales & Marketing in Digital Era

Course Code - BBADMC402

(Semester IV)

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) Select what are the 4 P's of the marketing mix.
- | | |
|-----------------------------------------|---------------------------------------|
| a) Price, Product, Promotion, Placement | b) Price, Product, Placement, People |
| c) Product, Promotion, Place, People | d) Price, Promotion, Place, Packaging |
- (ii) Select which component of the marketing mix deals with the physical distribution of the product?
- | | |
|--------------|----------|
| a) Product | b) Place |
| c) Promotion | d) Price |
- (iii) Select among the following what is the purpose of market research?
- | | |
|-----------------------------------------------|-----------------------------------------|
| a) To identify customer needs and preferences | b) To develop a marketing mix |
| c) To price products and services | d) To manufacture products and services |
- (iv) Select among the following What is the term used for the process of optimizing a website to increase its visibility on search engine result pages?
- | | |
|------------------------------|-------------------------------|
| a) Social media optimization | b) Search engine optimization |
| c) Pay-per-click advertising | d) Content marketing |
- (v) Select which of the following is a type of digital marketing where businesses send promotional messages to a group of people via email?
- | | |
|-------------------------|------------------------|
| a) Content marketing | b) Affiliate marketing |
| c) Influencer marketing | d) Email marketing |
- (vi) Select which of the following is a metric used to measure the success of an email marketing campaign?
- | | |
|--------------------|-----------------------|
| a) Impressions | b) Click-through rate |
| c) Conversion rate | d) Bounce rate |
- (vii) Select what is the term used for the process of optimizing social media profiles to increase visibility and engagement?
- | | |
|------------------------------|-------------------------------|
| a) Social media optimization | b) Search engine optimization |
| c) Content marketing | d) Pay-per-click advertising |

- (viii) Select which of the following is a term used to describe the practice of creating multiple versions of a website or landing page to test Select which one performs better?
- a) A/B testing
b) Split testing
c) Multivariate testing
d) SEO testing
- (ix) Select which of the following is a type of digital marketing that involves creating and sharing written or visual content to promote a product or service without explicitly promoting it?
- a) Social media optimization
b) Search engine optimization
c) Content marketing
d) Pay-per-click advertising
- (x) Select which of the following is a metric used to measure the success of a search engine optimization campaign?
- a) Impressions
b) Click-through rate
c) Conversion rate
d) Bounce rate
- (xi) Select which of the following is a type of digital marketing that involves promoting a product or service by offering a commission to affiliates who successfully refer a sale?
- a) Pay-per-click advertising
b) Cost-per-action advertising
c) Affiliate marketing
d) Influencer marketing
- (xii) Explain what is a subscription pricing model.
- a) A pricing model that charges a one-time fee for a product or service
b) A pricing model that charges a fee based on the number of units sold
c) A pricing model that charges a recurring fee for access to a product or service
d) A pricing model that charges different prices to different customers based on their purchasing history
- (xiii) Select which of the following is an example of a social media engagement metric?
- a) Click-through rate (CTR)
b) Conversion rate
c) Impressions
d) Likes and comments
- (xiv) Explain which type of consumer product is highly differentiated, appeals to a specific target market, and often requires extensive research before purchase.
- a) Convenience product
b) Shopping product
c) Specialty product
d) Unsought product
- (xv) Explain which of the following is NOT a type of consumer product.
- a) Convenience product
b) Specialty product
c) Unsought product
d) Industrial product

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. What are various elements of digital promotional channels? Explain. (3)
3. Identify how market research help businesses identify new market opportunities and potential customer segments. (3)
4. Examine how a business gains competitive advantage in the marketplace. (3)
5. Explain the digital marketing mix, and how it differs from the traditional marketing mix. (3)
6. Infer what a media plan is and identify its needs. (3)

OR

What is meant by marketing communications strategy? Evaluate using examples. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Examine the kind of activities that are conducted under Refinement in ASCOR model. (5)
8. Illustrate Customer Development Strategy in digital space. (5)
9. Evaluate Physical Evidence in the 7Ps of digital marketing. (5)

10. Explain AIDA framework in the digital marketing funnel. Give examples. (5)
11. Why is it important to use data driven insights in digital marketing strategy? Evaluate. (5)
12. Assess some of the parameters of behavioral segmentation in digital strategy. (5)

OR

Assess some of the parameters of demographic segmentation in digital strategy. (5)
