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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Com.(AFB)-Hons]-2024

Course Name – Digital Marketing and Marketing Research

Course Code - BBF40204

(Semester IV)

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) Define digital marketing in the context of modern business.

a) Marketing using digital channels and technologies

b) Door-to-door selling activities

c) Television-based advertising only

d) Wholesale distribution activities

(ii) Describe the primary scope of digital marketing.

a) Limited to social media only

b) Focused only on mobile apps

c) Encompasses online platforms and digital tools

d) Restricted to email communication

(iii) Examine the key difference between traditional and digital marketing.

a) Digital marketing is measurable in real time

b) Traditional marketing is interactive

c) Digital marketing avoids technology

d) Traditional marketing uses only the internet

(iv) List the major channels used in digital marketing.

a) Search engines, social media, email

b) Newspapers, magazines, radio

c) Billboards and hoardings

d) Trade fairs and exhibitions

(v) Select the most important advantage of digital marketing.

a) Limited customer interaction

b) Dependence on physical presence

c) Global reach with cost efficiency

d) Fixed communication timing

(vi) Define traditional marketing.

a) Marketing through search engines

b) Marketing using mobile apps

c) Marketing through offline mass media

d) Marketing via social networks

(vii) Describe the digital marketing landscape.

a) Combination of platforms, tools, and stakeholders

b) Only advertising agencies

c) Only consumers and sellers

d) Only websites

(viii) Compare banner ads and video ads.

- a) Communicate brand message digitally
- b) Replace product quality
- c) Increase production cost
- d) Eliminate competition

(ix) Describe the requisites of a good online advertisement.

- a) Video ads are text-based
- b) Banner ads play audio
- c) Video ads use motion and sound
- d) Banner ads appear offline

(x) Discuss the role of creativity in online advertising effectiveness.

- a) Clear message and strong call-to-action
- b) Excessive text content
- c) Irrelevant visuals
- d) Slow loading design

(xi) Examine the function of influencers in social media marketing.

- a) Control pricing decisions
- b) Replace company websites
- c) Eliminate advertising
- d) Extend brand reach and credibility

(xii) Illustrate a benefit of social listening tools.

- a) Reduce analytics accuracy
- b) Increase content plagiarism
- c) Monitor consumer conversations
- d) Limit customer insights

(xiii) Interpret the significance of engagement metrics on social media.

- a) Measure audience interaction
- b) Track inventory levels
- c) Control logistics
- d) Manage payroll

(xiv) Determine the primary role of blogging in content marketing.

- a) Increase ad clutter
- b) Replace product quality
- c) Educate and engage users
- d) Avoid SEO

(xv) Discover different types of blogs used in marketing.

- a) Informational and corporate blogs
- b) Financial audit reports
- c) Legal notices
- d) Employee manuals

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the scope of digital marketing and its importance for organizations today. (3)
3. List the major challenges faced by marketers in the digital marketing landscape. (3)
4. State the characteristics of digital consumers in the online marketplace. (3)
5. Discuss the role of the internet in modern marketing activities. (3)
6. Plan a suitable research design for studying customer satisfaction. (3)

OR

Analyse when exploratory research design should be used in marketing studies. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Choose appropriate analytical techniques to draw conclusions from marketing research data. (5)
8. Compare the role of the internet in traditional marketing and digital marketing practices. (5)
9. Determine the significance of interactive marketing in modern digital marketing strategies. (5)
10. Discover the key tools and techniques used for effective interactive marketing. (5)
11. Evaluate the contribution of ANOVA and factor analysis in marketing research. (5)
12. Explain the characteristics of effective marketing research. (5)

OR

Illustrate the use of exploratory research design in marketing studies. (5)
