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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023

Course Name – E-Commerce and Affiliate Marketing

Course Code - BBD60205

(Semester VI)

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 global E-commerce trend that has reshaped international trade the most.

a) Brick-and-mortar digitization	b) Cross-border digital marketplaces
c) Reduction in logistics outsourcing	d) Decline of digital payments
- (ii) Select the function that distinguishes affiliate networks from individual affiliate programs.

a) Content creation	b) Centralized tracking, reporting, and payment management
c) Product manufacturing	d) Retail pricing control
- (iii) Identify the affiliate revenue model where payment is triggered only after a completed sale.

a) Pay-per-click	b) Pay-per-lead
c) Pay-per-sale	d) Pay-per-impression
- (iv) Select the E-commerce model that primarily facilitates transactions between individual consumers without owning inventory.

a) B2B	b) B2C
c) C2C	d) B2G
- (v) Identify the revenue model in affiliate marketing that aligns affiliate earnings directly with merchant profit margins.

a) Flat-fee model	b) Pay-per-click
c) Revenue sharing	d) Cost-per-lead
- (vi) Select the unethical affiliate practice that manipulates browser cookies without user consent.

a) Email spamming	b) Cookie stuffing
c) Link cloaking	d) Brand bidding
- (vii) Choose the affiliate platform feature that ensures accurate attribution across devices and sessions.

- a) Banner rotation
- b) Multi-touch tracking
- c) Static cookies
- d) Flat commission rates
- (viii) Cite the primary advantage of e-commerce for consumers.
 - a) Higher prices
 - b) Limited access
 - c) 24/7 availability
 - d) Physical inspection
- (ix) Cite a SaaS-based e-commerce platform.
 - a) PrestaShop
 - b) Shopify
 - c) OpenCart
 - d) Magento Community
- (x) Cite the Indian law governing e-commerce IT compliance.
 - a) Companies Act
 - b) IT Act, 2000
 - c) Consumer Act, 1986
 - d) GST Act
- (xi) 26. Select a compliance requirement under GST for e-commerce operators.
 - a) TDS deduction
 - b) TCS collection
 - c) Advance tax
 - d) Customs duty
- (xii) Select the primary risk borne by affiliates in affiliate advertising
 - a) Inventory holding
 - b) Conversion failure
 - c) Regulatory fines
 - d) Logistics delay
- (xiii) Choose the supply chain strategy best suited for e-commerce demand uncertainty
 - a) Push strategy
 - b) Lean inventory
 - c) Just-in-time
 - d) Agile supply chain
- (xiv) Choose the e-commerce challenge linked to technology dependence
 - a) Digital divide
 - b) Server downtime
 - c) Offline retail costs
 - d) Physical theft
- (xv) Select the e-commerce challenge associated with customer experience
 - a) Product standardization
 - b) Website usability
 - c) Supplier bargaining
 - d) Channel conflict

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Describe the scope and characteristics of e-commerce in the global context. (3)
- 3. Explain the affiliate marketing ecosystem in E-commerce. (3)
- 4. Illustrate the concept of payment gateways in E-commerce. (3)
- 5. Sketch how personalization improves product listing effectiveness. (3)
- 6. Evaluate the role of data analysis in successful e-commerce affiliate campaigns. (3)

OR

- Evaluate the components of a successful e-commerce campaign through an affiliate perspective. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Illustrate the importance of data privacy for online consumers. (5)
- 8. Explain a framework for user experience optimization in digital platforms. (5)
- 9. Explain a detailed framework for analyzing successful e-commerce campaigns. (5)
- 10. Evaluate the importance of performance monitoring in affiliate marketing success. (5)
- 11. Evaluate the importance of product relevance in affiliate marketing. (5)
- 12. Evaluate blogging as a long-term affiliate marketing strategy. (5)

OR

- Evaluate the importance of strategic planning in affiliate marketing success. (5)