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



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Com.(AFB)-Hons]-2023

Course Name – Digital Marketing and Marketing Research

Course Code - BBF60205

(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) List the major channels used in digital marketing.
 - a) Billboards and hoardings
 - b) Newspapers, magazines, radio
 - c) Search engines, social media, email
 - d) Trade fairs and exhibitions
- (ii) Describe the digital marketing landscape.
 - a) Combination of platforms, tools, and stakeholders
 - b) Only advertising agencies
 - c) Only consumers and sellers
 - d) Only websites
- (iii) Define customer relationship management.
 - a) Strategy to manage interactions with customers
 - b) Technique to reduce production cost
 - c) System for logistics management
 - d) Tool for employee training
- (iv) Describe the digital marketing mix.
 - a) Only online pricing
 - b) Product, price, place, promotion in digital context
 - c) Only social media promotion
 - d) Only digital products
- (v) List elements influencing digital positioning.
 - a) Brand message and user experience
 - b) Factory location
 - c) Employee attendance
 - d) Raw material supply
- (vi) Explain the role of websites in digital marketing.
 - a) Delays communication
 - b) Restricts information flow
 - c) Provides instant and global access
 - d) Limits product comparison
- (vii) Describe on-page SEO.
 - a) SEO focuses on organic visibility
 - b) SEO guarantees instant ranking
 - c) Paid search is unpaid traffic
 - d) SEO avoids keywords
- (viii) Explain display advertising.

- a) Helps optimize marketing strategy
- b) Eliminates analytics need
- c) Reduces campaign control
- d) Limits audience reach
- (ix) Explain click-through rate in digital advertising.
 - a) Attracts attention and engagement
 - b) Reduces brand recall
 - c) Increases ad fatigue
 - d) Limits message clarity
- (x) Explain the POEM framework.
 - a) Publicity gained through consumer sharing
 - b) Paid banner ads
 - c) Company websites
 - d) Sponsored posts
- (xi) Examine how chatbots support interactive marketing.
 - a) Provide real-time customer interaction
 - b) Replace all employees
 - c) Increase website loading time
 - d) Reduce service availability
- (xii) Discover the role of online communities in social media marketing.
 - a) Reduce engagement
 - b) Eliminate customer opinions
 - c) Facilitate peer-to-peer interaction
 - d) Control offline sales
- (xiii) Predict the outcome of consistent social media presence.
 - a) Improved brand awareness
 - b) Decline in audience trust
 - c) Reduced visibility
 - d) Higher communication gaps
- (xiv) Predict the impact of short-form videos on engagement.
 - a) Decline in brand recall
 - b) Lower content visibility
 - c) Reduced sharing
 - d) Higher viewer retention
- (xv) Illustrate an example of PPC advertising.
 - a) Paid search engine ads
 - b) Organic blog posts
 - c) Customer reviews
 - d) Email newsletters

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. State the characteristics of digital consumers in the online marketplace. (3)
3. Choose suitable examples of Paid, Owned, and Earned Media under the POEM framework. (3)
4. Sketch suitable PPC marketing strategies for effective online advertising. (3)
5. Explain how descriptive research design is used effectively in marketing research. (3)
6. Evaluate the importance of understanding the marketing research problem correctly. (3)

OR

- Illustrate the marketing research process with suitable examples. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe the characteristics and behaviour of digital consumers in the online marketplace. (5)
8. Explain the importance of differentiation strategies in a digital environment. (5)
9. Show how Paid, Owned, and Earned Media work together in a digital marketing strategy. (5)
10. Illustrate the role of blogging in content marketing strategies. (5)
11. Differentiate between marketing research problems and management decision problems. (5)
12. Argue the importance of measurement and scaling techniques in marketing research. (5)

OR

- Assess the effectiveness of questionnaire design in collecting quality marketing data. (5)
