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Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024/BBA(DM)-Hons-2025

Course Name – Marketing in Digital Era

Course Code - BBD20104/BBD20102

(Semester II)

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) In the context of the marketing mix, what does 'promotion' refer to?
 - a) Product features and benefits
 - b) Price setting and discounts
 - c) Communication with target audience
 - d) Distribution channels
- (ii) In the context of the marketing mix, what does 'product' refer to?
 - a) The physical item being sold, along with its features and benefits
 - b) The advertising and promotional materials used by the company
 - c) The process of delivering the product to the customer
 - d) The packaging and labeling of the product
- (iii) Identify the demographic environment of a macro environment.
 - a) Economic factors affecting a region
 - b) Environmental factors influencing consumer behavior
 - c) Population characteristics of a society
 - d) Political climate of a country
- (iv) Select which of the following is an example of a micro-environmental factor.
 - a) Economic conditions in the country
 - b) Technological advancements
 - c) Competitors in the industry
 - d) Cultural beliefs of the society
- (v) Interpret which type of market segmentation divides the market based on income, occupation, and education.
 - a) Behavioral segmentation
 - b) Psychographic segmentation
 - c) Demographic segmentation
 - d) Geographic segmentation
- (vi) Identify which of the following is an example of psychographic segmentation.
 - a) Dividing the market based on income levels
 - b) Dividing the market based on customers' attitudes and interests
 - c) Dividing the market based on geographic locations
 - d) Dividing the market based on age and gender
- (vii) Select the benefit of niche marketing.

- a) It allows businesses to target a specific, well-defined segment
 b) It requires fewer marketing efforts
 c) It eliminates competition
 d) It reduces production costs
- (viii) What is market Positioning?
 a) Determining the price of a product in the market
 b) Creating a distinct image and identity for a product in the minds of the target audience
 c) Identifying potential customers in the market
 d) Expanding the market reach through advertising
- (ix) Determine which of the following factors does NOT influence consumer behavior.
 a) Culture
 b) Weather
 c) Social class
 d) Reference groups
- (x) Which of the following best explains 'brand loyalty' in consumer behavior?
 a) Purchasing different brands
 b) Purchasing the same brand repeatedly over time
 c) Ignoring all brands
 d) Purchasing the cheapest brand
- (xi) Which psychological factor involves an individual's enduring evaluation of feelings about and behavioral tendencies toward an object or idea?
 a) Perception
 b) Motivation
 c) Attitude
 d) Learning
- (xii) What is Impulse Buying in consumer behavior?
 a) Making decisions after thorough research
 b) Buying products without any prior planning or consideration
 c) Purchasing products based on recommendations
 d) Avoiding buying altogether
- (xiii) Identify the stage is characterized by the final selection of a specific product or brand:
 a) Purchase decision
 b) Evaluation of alternatives
 c) Problem recognition
 d) Post-purchase evaluation
- (xiv) After recognizing a problem, what stage involves recognizing the factors influencing the decision? Select the correct one.
 a) Information Search
 b) Post-purchase evaluation
 c) Purchase decision
 d) Problem recognition
- (xv) In the context of pricing strategies, what is the goal of a skimming strategy? Select the correct one.
 a) Quickly gain market share
 b) Appeal to price-sensitive customers
 c) Maintain a low price point
 d) Attract premium customers

Group-B

(Short Answer Type Questions)

3 x 5=15

2. State the concept of Relationship Marketing. (3)
3. Briefly describe the characteristics of service marketing. (3)
4. Describe the extended problem solving consumer behaviour. (3)
5. Explain the significance of branding. (3)
6. Evaluate different payment options available within digital marketing strategy. (3)

OR

- Assess the contribution of online communities and social networks to digital marketing efforts. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Summarize PPC marketing with its definition and process. (5)
8. Define the concept of marketing mix with suitable example. (5)

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9. Discuss different types of market targeting strategies. (5)
10. Identify and discuss the key factors that influence consumer buying decisions. (5)
11. Explain briefly the product life cycle. (5)
12. Explain briefly the factors affecting new product price determination. (5)

OR

Conclude the functions of distribution channel. (5)

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