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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – MBA-2024

Course Name – Digital Marketing Operations

Course Code - MBA40205D

(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) What does CPC stand for in digital advertising?
 - a) Cost Per Conversion
 - b) Click Per Cost
 - c) Cost Per Click
 - d) Consumer Purchase Cost
- (ii) Which metric indicates user engagement?
 - a) Session duration
 - b) Server uptime
 - c) Inventory turnover
 - d) Ad frequency
- (iii) Which Indian brand is a digital-native D2C example?
 - a) Amul
 - b) Boat
 - c) Tata Steel
 - d) LIC
- (iv) A premium B2B SaaS product should prioritise which channel?
 - a) Instagram
 - b) Display ads
 - c) LinkedIn & Search
 - d) Influencer marketing
- (v) Which metric is MOST useful for allocating budget in performance campaigns?
 - a) CPM
 - b) Reach
 - c) CPA
 - d) Impressions
- (vi) Which of the following is ensured by campaign setup checklists?
 - a) Creative excellence
 - b) Error-free launch
 - c) Audience expansion
 - d) Higher CTR
- (vii) What is the purpose of Gantt charts?
 - a) Audience segmentation
 - b) Budget optimisation
 - c) Timeline management
 - d) Creative testing
- (viii) A campaign is launched on time but misses peak festival traffic due to poor sequencing. Which planning tool would have prevented this?
 - a) Channel matrix
 - b) Gantt chart

- c) Campaign calendar
(ix) Explain the concept of audience segmentation in digital campaigns.
a) Dividing media budget equally
b) Grouping customers with shared characteristics
c) Creating campaign creatives
d) Improving SEO ranking
(x) Identify which KPI best measures campaign effectiveness.
a) Likes
b) CTR
c) Server uptime
d) Ad size
(xi) Evaluate campaign data to identify drop-offs in the customer journey. Which report is MOST useful?
a) Demographics
b) Funnel visualisation
c) Geo-location
d) Technology report
(xii) Evaluate the effectiveness of an optimisation strategy. Which metric best reflects success?
a) Impressions
b) ROAS
c) Ad size
d) Page colour
(xiii) Analyse an A/B test where Version B outperforms Version A. What is the NEXT logical step?
a) Stop campaign
b) Scale Version B
c) Ignore results
d) Increase budget equally
(xiv) Analyse audience-level performance data to improve targeting accuracy. Which metric is MOST relevant?
a) CTR by segment
b) Total impressions
c) Ad size
d) Campaign duration
(xv) A startup analyses website data and finds high traffic but very low conversions. Which area should be optimised FIRST?
a) Increase ad spend
b) Improve landing page experience
c) Expand audience reach
d) Change brand logo

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the scope of digital marketing operations in modern organisations. (3)
3. Illustrate how digital-first Indian brands leverage digital marketing. (3)
4. Describe the purpose of a campaign calendar in digital marketing. (3)
5. Analyse ethical issues related to data usage in digital marketing. (3)
6. Evaluate community management strategies for building brand loyalty. (3)

OR

Evaluate the role of engagement strategies in sustaining online communities. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define digital marketing channels and explain their role in achieving different marketing objectives. (5)
8. Explain the importance of email marketing in customer retention using suitable examples. (5)
9. Analyse how content quality impacts user engagement across social media platforms. (5)
10. Analyse the impact of Artificial Intelligence on decision-making in digital marketing. (5)
11. Evaluate the effectiveness of mobile optimisation in improving digital marketing performance. (5)
12. Evaluate the effectiveness of iterative campaign improvement strategies in digital marketing. (5)

OR

Evaluate the role of metric evaluation exercises in improving marketing decisions. (5)