



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2022

Course Name – Sales & Marketing in Digital Era

Course Code - BBADMC402

( 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) Identify which of the following is NOT a key component of digital marketing opportunities analysis.
- |                                 |                          |
|---------------------------------|--------------------------|
| a) Competitive analysis         | b) SWOT analysis         |
| c) Traditional media assessment | d) Audience segmentation |
- (ii) Identify, which of the following metrics is commonly used to measure the effectiveness of email marketing campaigns.
- |                             |                         |
|-----------------------------|-------------------------|
| a) Click-through rate (CTR) | b) Cost per click (CPC) |
| c) Impressions              | d) Reach                |
- (iii) Identify, which digital marketing channel provides opportunities for targeting specific audiences based on their interests, demographics, and behaviours.
- |                              |                             |
|------------------------------|-----------------------------|
| a) Television advertisements | b) Print media              |
| c) Search engine marketing   | d) Social media advertising |
- (iv) Identify, which stage of the digital marketing funnel involves building brand awareness and attracting potential customers.
- |                  |               |
|------------------|---------------|
| a) Consideration | b) Conversion |
| c) Awareness     | d) Retention  |
- (v) Identify the purpose of setting SMART goals in digital marketing program planning.
- |                                                           |                                                     |
|-----------------------------------------------------------|-----------------------------------------------------|
| a) To track competitors' strategies                       | b) It provides up-to-date and firsthand information |
| c) To align marketing activities with business objectives | d) To increase website traffic                      |
- (vi) Indicate, what does SWOT analysis stand for in the context of marketing situation analysis.
- |                                                  |                                          |
|--------------------------------------------------|------------------------------------------|
| a) Strengths, Weaknesses, Opportunities, Threats | b) Sales, Workflows, Objectives, Tactics |
|--------------------------------------------------|------------------------------------------|

- c) Strategies, Wins, Objectives, Targets
- d) Success, Workforce, Operations, Technology
- (vii) Indicate, which of the following is NOT a common method of collecting primary market research data.
- a) Surveys
- b) Focus groups
- c) Observational studies
- d) Secondary data analysis
- (viii) Indicate, which of the following is an example of quantitative market research.
- a) Conducting in-depth interviews
- b) Observing customer behavior in a store
- c) Analyzing sales data
- d) Hosting focus groups
- (ix) Indicate, which of the following is a benefit of using secondary market research data.
- a) It is customized to meet specific research objectives
- b) It provides up-to-date and firsthand information
- c) It is less expensive and time-consuming compared to primary research
- d) It allows for direct interaction with respondents
- (x) Indicate which type of market research aims to understand the "why" behind consumer behavior rather than just the "what".
- a) Qualitative Research
- b) Descriptive research
- c) Causal research
- d) Case Study
- (xi) Describe, what does D stand for in D-SWOT analysis.
- a) Dynamic
- b) Definitive
- c) Default
- d) Documented
- (xii) Indicate, how does a Dynamic SWOT analysis differ from a traditional SWOT analysis.
- a) It includes an additional factor: Time.
- b) It focuses only on external factors.
- c) It doesn't consider weaknesses.
- d) It is used exclusively in the financial sector.
- (xiii) Indicate which of the following is a key aspect of competition analysis.
- a) Assessing internal strengths and weaknesses
- b) Identifying market opportunities
- c) Understanding the strategies and capabilities of rival companies
- d) Evaluating macroeconomic trends
- (xiv) Name the one from the following, which is NOT a component of the Digital Presence Analysis Matrix.
- a) Website Performance
- b) Social Media Presence
- c) Television Advertisement Quality
- d) Online Reputation Management
- (xv) Identify, what does the Channels/Platforms section of the Digital Presence Analysis Matrix focus on.
- a) Analyzing traditional marketing channels
- b) Assessing online advertising platforms
- c) Evaluating social media engagement
- d) Identifying digital platforms and channels where the entity has a presence

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe what role does a digital strategy play in driving innovation and staying competitive in the market. (3)
3. Identify some methods businesses can use to conduct market research for digital marketing initiatives. (3)
4. Explain how does conducting an industry analysis benefit businesses in shaping their digital marketing strategies. (3)
5. Explain how does conducting a competition analysis inform a business's digital marketing strategy. (3)
6. Evaluate how do businesses effectively develop the "People" aspect of the extended marketing mix (Ps) to support digital strategy execution. (3)

**OR**

Analyze how do businesses develop and implement effective digital marketing programs that align with overall business goals and objectives. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Identify and describe the importance of digital marketing programmes for business success. (5)
8. Discuss how does internal assessment contribute to marketing situation analysis in the context of digital marketing. (5)
9. Discuss how does industry analysis contribute to digital marketing strategy development. (5)
10. Explain how can businesses create SMART objectives for their digital marketing efforts. (5)
11. Explain what elements constitute the offering mix for digital products or services. (5)
12. Explain what is a Digital Presence Analysis matrix, and how is it used in digital marketing. (5)

**OR**

Explain how can businesses leverage a Digital Presence Analysis matrix to improve their digital marketing strategies. (5)

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