JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

Ph.D (HSS)

COURSE CODE (CREDITS):): 21P1WHS131(3)

MAX. MARKS: 15

COURSE NAME: Fundamentals of Digital Marketing

COURSE INSTRUCTOR: Anupriya Kaur

MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculators is not allowed

Q.No	Question	Marks
Q1	According to marketing academicians –" 'Digital transformation is about organizing around the current customer. It is about putting the customer at the centre of the universe.' Comment and reason this statement.	5
Q2	A retail brand wants to improve customer experience by using immersive technologies to help customers understand and try products before purchase. Question: Based on the concepts of Virtual Reality (VR) and Augmented Reality (AR), explain: a) Which technology would be more suitable at different stages of the customer journey, and why b) How each technology adds value to the customer experience	5
Q3	Refer to the basic AIDA sales funnel model and decode the Internet's potential impact on the same.	5

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