

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST-3 EXAMINATIONS- 2026

BBA-VI Semester

COURSE CODE (CREDITS): 25BBWSHS631 (4)

MAX MARKS: 35

COURSE NAME: Digital Marketing Essentials

COURSE INSTRUCTOR: Dr. Abhilasha Chauhan

MAX. TIME: 2 Hours

Note:(a) All questions are compulsory.

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

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	The Internet has changed the way businesses promote their products and services. Justify the statement	CO1	5
Q2	An online bakery named "Sweet Treats" sells cakes through its website and social media pages. The bakery offers online ordering, home delivery, discount coupons and Instagram promotions. Suggest how "Sweet Treats" uses the elements of the marketing mix (Product, Price, Place, and Promotion) in an online context.	CO5	5
Q3	"UrbanKart," an online retail company, noticed declining website traffic, slow loading speed, and increasing customer complaints regarding poor navigation and checkout difficulties. The company decided to relaunch its website to improve customer experience and increase online sales. During the relaunch process, the company: • Conducted customer surveys • Redesigned the website layout • Improved mobile responsiveness • Added secure payment gateways • Optimized website speed • Introduced personalized recommendations Questions: a) Explain the different stages involved in UrbanKart's website relaunch process. b) Discuss the factors that contribute to a better online customer experience.	CO4	5+5
Q4	Differentiate between LinkedIn and Instagram in terms of target audience and content types used for engagement.	CO3	5

Q5	(a) A company is shifting from traditional marketing to digital platforms. In this context, briefly explain and analyze the relevance of People in the additional 3Ps of the digital marketing mix. (b) An online business focuses on enhancing customer experience through digital platforms. In this context, briefly explain and examine the importance of Process and Physical Evidence as part of the additional 3Ps in the digital marketing mix.	CO5	5+5
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