

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -3 EXAMINATIONS- 2026

Ph.D (HSS)

COURSE CODE (CREDITS): 21P1WHS131(3)

MAX MARKS: 35

COURSE NAME: Fundamentals of Digital Marketing

COURSE INSTRUCTOR: Anupriya Kaur

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	What is multi-channel retailing? Explain its advantages for customers and businesses.		5
Q2	Explain the importance of consumer reviews and ratings in social media marketing.		5
Q3	Describe the process of order fulfilment in e-commerce.		5
Q4	Explain the importance of an e-commerce website in online business success.		5
Q5	What are the key metrics used in digital marketing analytics and why are they important?		5
Q6	Discuss the role of landing pages in improving online advertising effectiveness.		5
Q7	Discuss the working and benefits of search engine advertising		5