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BITS ID	:	

Birla Institute of Technology & Science, Pilani
First Semester 2023-2024
Digital Analytics (MBA G525)
Mid-Semester Examination (Regular)

Nature of Exam	:	<i>Closed Book</i>	Weightage	:	25%
Maximum Duration	:	<i>1 hour 30 minutes</i>	Date of Exam	:	<i>10 Oct 2023</i>
Number of Questions	:	5	Number of Pages	:	1

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1. Please follow all the Instructions to Candidates given on the cover page of the answer book.
 2. Except your name and BITS ID, do not write anything else on this question paper.
 3. Assumptions made, if any, should be stated clearly at the beginning of your answer.
 4. All parts of a question should be answered consecutively. Each answer should start from a fresh page.
 5. Be precise in your answers. Use bullet points wherever necessary.
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- Q1.** Mr. Acharya has set up an online store to sell materials for performing puja to non-residential Indians staying in the UK. Outline at least four ways that he can earn revenue through his website. Describe how he will materialize his plans to earn this revenue. [10 marks]
- Q2.** Akash- a very innovative BITSian- has designed a multilingual keyboard which can type based on one's actual thoughts. He is planning to offer this product to all mobile users in India. Assuming that the product will eventually be quite a successful one, describe the characteristics of different types of adopters throughout its lifecycle. [5 marks]
- Q3.** With an appropriate example explain the concept of *Halo Effect* in digital marketing. [3 marks]
- Q4.** What do you mean by atomization of content? How is it helpful for digital marketers? [2 marks]
- Q5.** Relate the objectives of a website providing online tutoring to music students with the 5S principle. [5 marks]