



**Department of Computer Science & Engineering**  
**University of Asia Pacific (UAP)**

**Class Test**

**Fall 2021**

**Section – A**

**Course Code: BUS 401**

**Course Title: Business and Entrepreneurship**

**Credits: 3.00**

**Full Marks: 20**

**Duration: 40 min (including uploading time)**

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- 1. What exactly are the purposes of digital marketing? Describe how you intend to use digital marketing tools to generate sales leads.**
- 2. What is the relationship between traditional marketing demand generation and digital marketing lead generation? Describe the most effective methods for selling the product associated with your BUS-402 project.**