



16914



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(DM)-2022

Course Name – Mobile & E-mail Marketing

Course Code - BBADMC601

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select the main purpose of a mobile-friendly website.
 - a) To improve the site's ranking in search engines
 - b) To ensure users have a smooth experience on mobile devices
 - c) To reduce server load
 - d) To restrict content visibility
- (ii) Identify the ideal screen size consideration for mobile marketing.
 - a) 10 inches or more
 - b) 7-9 inches
 - c) 4-6 inches
 - d) Any size, as long as the content is responsive
- (iii) Select a key benefit of SMS marketing.
 - a) It has a high open rate
 - b) It is expensive compared to other channels
 - c) It is only effective for large businesses
 - d) It requires an internet connection
- (iv) Identify the purpose of push notifications in mobile marketing.
 - a) To send users updates and promotions
 - b) To track user activity
 - c) To send spam messages
 - d) To replace email marketing
- (v) Select the most important metric to track the effectiveness of an email campaign.
 - a) Number of website visitors
 - b) Email open rate and click-through rate (CTR)
 - c) Number of Facebook likes
 - d) The number of emails sent
- (vi) Select the reason why email segmentation is important.
 - a) It helps in sending the same message to everyone
 - b) It allows marketers to send targeted content based on user behavior and preferences
 - c) It reduces the number of emails sent
 - d) It prevents unsubscribes
- (vii) Select the best way to build an email list organically.
 - a) Buying email lists from third-party vendors
 - b) Encouraging website visitors to subscribe via opt-in forms

- c) Sending emails to random addresses d) Extracting emails from social media profiles
- (viii) Identify the key benefit of A/B testing in email marketing.
- a) It allows marketers to test different subject lines, email content, or send times to improve performance b) It ensures all emails look the same
- c) It helps in sending emails to a large audience without any analysis d) It removes the need for email personalization
- (ix) Choose the best way to increase SMS marketing engagement.
- a) Sending frequent, long messages b) Personalizing messages and adding a CTA
- c) Sending messages at random times d) Avoiding customer consent
- (x) Choose the best way to ensure high engagement in WhatsApp marketing.
- a) Sending personalized and interactive content b) Sending bulk messages without segmentation
- c) Ignoring customer responses d) Using only text messages
- (xi) Choose the best time to send an MMS marketing campaign.
- a) Late at night b) During peak engagement hours
- c) Without considering the audience's schedule d) Once a month
- (xii) Choose the best definition of geo-targeting in marketing.
- a) Sending messages based on age group b) Delivering ads or messages to users based on their location
- c) Targeting customers randomly d) Using only SMS for advertising
- (xiii) Identify a key technology used in geo-targeting.
- a) NFC b) GPS
- c) Bluetooth d) USB
- (xiv) Choose the best use case for geo-targeting in retail marketing.
- a) Sending location-based promotions to nearby customers b) Sending the same message to all customers
- c) Advertising only on TV d) Avoiding customer location data
- (xv) Identify the most cost-effective mobile marketing method.
- a) SMS marketing b) TV advertising
- c) Billboard ads d) Newspaper ads

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss the role of SMS marketing in mobile campaigns. (3)
3. Explain the benefits of push notifications in mobile marketing. (3)
4. Describe the importance of location-based advertising in mobile marketing. (3)
5. Describe the different types of drip email campaigns. (3)
6. Assess the importance of targeting in mobile ad campaigns. (3)

OR

Justify the importance of personalization in email marketing. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Classify different types of email marketing tools available in the market. (5)
8. Assess the effectiveness of email marketing compared to social media marketing. (5)
9. Define mobile marketing and its key components. (5)
10. Explain different types of mobile marketing strategies. (5)
11. Classify the different types of mobile marketing channels. (5)
12. Assess how email marketing analytics help in optimizing future campaigns. (5)

OR

Justify the use of A/B testing in email marketing campaigns.

(5)
