



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2021

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) What is the primary advantage of mobile marketing?
 - a) Low reach
 - b) High cost
 - c) Wide audience reach
 - d) Limited interaction
- (ii) What does SMS stand for in SMS marketing?
 - a) Social Media Service
 - b) Short Message Service
 - c) Subscriber Marketing System
 - d) Secure Messaging Service
- (iii) Which of the following is an example of a mobile marketing metric?
 - a) Cost per click (CPC)
 - b) Total revenue
 - c) Number of employees
 - d) Office location
- (iv) Which social media platform is often used for mobile marketing due to its visual nature?
 - a) Twitter
 - b) LinkedIn
 - c) Facebook
 - d) TikTok
- (v) Which mobile marketing strategy involves incentivizing existing users to refer new users to an app?
 - a) In-app advertising
 - b) App Store optimization
 - c) Viral marketing
 - d) Content marketing
- (vi) What is the term for the practice of segmenting users based on their behavior within a mobile app?
 - a) Geotargeting
 - b) Retargeting
 - c) Behavioral targeting
 - d) Interest-based targeting
- (vii) Which of the following factors should be considered when optimizing a mobile website for search engines?
 - a) Long loading times
 - b) Small text size
 - c) Responsive design
 - d) Lack of mobile-friendly content

Explain the significance of email personalization in increasing engagement.

(5)
