



## **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

- 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

<ul><li>(viii) Identify mobile advertising format typically or of a mobile webpage or app.</li></ul>	ccupies a small space at the top or bottom	า
<ul> <li>a) Interstitial ads</li> <li>c) Banner ads</li> <li>(ix) Identify mobile marketing metric measures the desired action, such as making a purchase.</li> </ul>	b) Native ads     d) Video ads     e percentage of users who complete a	
<ul> <li>a) Click-through rate (CTR)</li> <li>c) Cost per acquisition (CPA)</li> <li>(x) Identify mobile marketing strategy involves op for mobile users.</li> </ul>	b) Conversion rate d) Return on investment (ROI) stimizing websites and content specificall	y
a) Mobile-first approach     c) Cross-channel marketing  (xi) Select the term for the practice of acquiring us methods such as app store optimization and was appled to the control of the practice.	b) Responsive design d) Location-based marketing sers for a mobile app through non-paid rord of mouth.	
<ul> <li>a) Organic user acquisition</li> <li>c) Inbound marketing</li> <li>(xii) Identify the mobile marketing strategy involved local search results.</li> </ul>	b) Paid user acquisition d) Outhound marketing	ı
<ul> <li>a) Local SEO</li> <li>c) Social media marketing</li> <li>(xiii) Identify which is NOT a factor considered by se websites.</li> </ul>	b) Mobile search advertising d) Email marketing arch engines when ranking mobile	
a) Page load speed     c) Number of social media followers (xiv) Identify which is NOT a factor that affects search	<ul><li>b) Mobile-friendliness</li><li>d) Relevance of content</li><li>h engine optimization (SEO) for content.</li></ul>	
<ul> <li>a) Keyword density</li> <li>c) Font size</li> <li>(xv) Identify which is NOT a stage of the buyer's jou</li> </ul>	b) Content freshness	
a) Awareness c) Decision	b) Consideration d) Implementation	
Grou	p-B	
(Short Answer Ty	pe Questions)	3 x 5=15
<ol> <li>Explain the future trends and innovations in mobile advertisement strategy.</li> <li>State the primary objective of email marketing.</li> <li>State the importance of email segmentation in email marketing.</li> <li>Explain the impact of native ad formats in Programmatic Ad Buying for mobile marketing.</li> <li>Classify three advantages of mobile marketing.</li> </ol>		(3) (3) (3) (3)
OR Illustrate three mobile marketing metrics and expla	sin Albaria de la co	(0)
and explo	in their significance.	(3)
Group	o-C	
(Long Answer Typ	pe Questions)	5 x 6=30
7. Define responsive web design. 8. Define the concept of email analytics. 9. Classify the role of A/B testing in email marketing to the importance of responsive design in email. Justify the impact of email engagement metrics or 2. Analyze the benefits of email personalization.	nail manufusi:	(5) (5) (5) (5) (5) (5)
OR		1-1

7. 8.

9. 10. 11. 12.

