

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : V
SESSION : MO/2024**

SUBJECT: MT328 MOBILE AND EMAIL MARKETING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

		CO	BL
Q.1(a)	What is Operating System? Explain different types of OS.	[5]	1 2
Q.1(b)	Discuss the concept of Mobile applications and how it works. Explain how the mobile applications are better than the websites of the organisations.	[5]	1 2
Q.2(a)	Discuss the role of Social Media network act as audience enhancers for the organisations?	[5]	2 3
Q.2(b)	Customer Engagement is the strategy of the Social Media networks- Discuss and Explain with a case study.	[5]	2 4
Q.3(a)	Explain the N.O.T.E framework for the exchange of profile information.	[5]	2 2
Q.3(b)	Draw and explain the stages in the E- Mail Funnel.	[5]	3 3
Q.4(a)	Discuss the steps in the Email Marketing Conversion Funnel.	[5]	4 3
Q.4(b)	How the organisations can built list of the customers.	[5]	4 2
Q.5(a)	What are the tips and tricks for writing an email?	[5]	5 2
Q.5(b)	Write a Hypothetical mail as to the list of consumers to create an awareness regarding jeans made from trash cans and wastage to create sustainable usage.	[5]	5 5

:::::::26/11/2024:::::::M