

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2024)**

**CLASS: BBA
BRANCH: BBA**

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

SUBJECT: MT328 MOBILE AND EMAIL MARKETING

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates

		CO	BL
Q.1	What is mobile marketing, and why is it important in today's digital landscape? How has the rise of mobile devices changed consumer behavior?	[5]	1 2
Q.2	What are the different types of mobile ads? Compare and contrast mobile display ads, in-app ads, and mobile video ads. What is the significance of ad placement in mobile marketing? How does it affect user engagement?	[5]	1 3
Q.3	What are the best practices for designing a mobile-friendly website or app? How can mobile app developers use analytics to improve user experience and drive engagement?	[5]	2 3
Q.4	Explain the NOTE- OPS Framework and its process which helps in developing Privacy in Profile Sharing to the application. Discuss the potential impact of 5G technology on mobile marketing strategies.	[5]	2 3
Q.5	What is email marketing, and what are its primary objectives? Explain the key components of a successful email marketing campaign.	[5]	3 1

:::::25/09/2024:::::M