

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
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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

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