

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : V  
SESSION : MO/2025**

**SUBJECT: MN431 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.
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Q.1(a)	What is the importance of cross-platform web design? Explain mobile user behaviour in the context of shopping and browsing.	[5] 1	2,3
Q.1(b)	Analyse how visual and instant messaging apps (like Snapchat, Instagram, or WhatsApp) are transforming marketing communication.	[5] 1	4
Q.2(a)	Discuss how marketers can publish mobile-friendly content that enhances user experience and conversions.	[5] 2	4
Q.2(b)	Design a campaign that uses QR codes and SMS marketing to promote a product launch.	[5] 2	4
Q.3(a)	Explain the role of email marketing in an integrated marketing communication plan.	[5] 3	3
Q.3(b)	Develop a strategy for a small business to build an email marketing funnel from scratch.	[5] 3	4
Q.4(a)	Discuss the role of segmentation and personalization in increasing conversion rates.	[5] 4	3
Q.4(b)	How can B2B companies apply unique segmentation strategies to target decision-makers effectively.	[5] 4	3
Q.5	You are the digital marketing manager of an online bookstore. Write a promotional email to announce a limited-time sale that encourages immediate purchase. Explain how your message applies key principles of effective copywriting (clarity, CTA, personalization, tone).	[10] 5	4

:::21/11/2025:::M