

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)

CLASS: BBA
BRANCH: Management

SEMESTER: V
SESSION: MO/2025

SUBJECT: MN431 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	Explain the importance of app stores in mobile marketing. A start-up is planning a mobile-first product launch. What mobile marketing mix would you recommend?	[5] 1	2,3
Q.2.	Differentiate between mobile marketing and traditional marketing. Discuss the key features of major Instant messaging apps.	[2+3] 1	2
Q.3	What are pull based and push based messaging. A restaurant chain plans to use SMS and push notifications to promote limited time offer. How would you ensure these messages are effective without annoying customers?	5 2	2,3
Q.4	What are the ways through which companies can publish mobile friendly content? Discuss the growing importance of social media advertising.	[2+3] 2	2,3
Q.5	A start-up wants to launch its first product through a cost-effective campaign. Evaluate how email marketing tools can be used for designing, scheduling, and tracking email campaigns, and explain why they may be more effective compared to traditional marketing methods.	5 3	4

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