UPES
End Semester Examination, December 2023
Course: Mobile & Email Marketing
Semester: 5th
Program: BBA-Digital Business   Time   : 03 hrs.
Course Code: DIGB3002P   Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Ques 1.	Following are Multiple Choice Questions. Choose the correct answer from the given options. Do not copy the question	[2 marks each]	CO1
	1. Question: Which metric indicates the percentage of people who clicked on a link in an email compared to the total number of recipients? a. Conversion rate b. Click-through rate (CTR) c. Open rate d. Bouncerate 2. What is the purpose of a double opt-in process in email marketing? a. To confirm the subscriber's email address b. To increase open rates c. To reduce bounce rates d. To automate the subscription process 3. Question: What does "SMTP" stand for in the context of ESPs? a. Simple Mail Transfer Protocol b. Social Media Tracking Platform c. Subscriber Management and Tracking Protocol d. Secure Messaging and Transfer Protocol 4. Which metric measures the percentage of users who uninstall an app after downloading it? a. Click-through rate (CTR) b. Conversion rate c. Churn rate d. Engagement rate		

5. What is another term commonly used for A/B testing?
a. Split testing
b. Multi-channel testing
c. Cross-platform testing
d. Dynamic testing

6. What does the term "Interstitial" refer to in the context of mobile advertising?
a. Ads displayed between mobile search results
b. Full-screen ads that appear between content or activities
c. Ads embedded within mobile app content
d. Ads integrated into social media feeds

7. What is the primary goal of App Store Optimization (ASO)?
a. Increasing app development speed
b. Enhancing user experience within the app
c. Improving the visibility and discoverability of a mobile app in app stores
d. Reducing app file size

8. What does the term "ISP peering" refer to in the context of internet infrastructure?
a. The process of connecting to the internet
b. The collaboration between different ISPs to exchange traffic directly
c. The encryption of internet data
d. The process of installing new internet cables.

9. In an email marketing plan, what does the term "Call-to-Action (CTA)" refer to?
a. The closing line of the email
b. The main goal or action you want the recipient to take
c. The sender's contact information
d. The subject line of the email

10. What is the primary purpose of email marketing?
a. Entertainment
b. Informational
c. Engagement
d. Conversion

	SECTION B 4Qx5M= 20 Marks		
	Attempt all questions. Each Question to be answered shortly.		**CO4**
Ques 2.	Explain the role of Internet Service Providers (ISPs) in ensuring deliverability performance.		
Ques 3.	What factors should a business consider when selecting an ESP for their email marketing campaigns?		
Ques 4.	Differentiate between Traditional Marketing and Digital Marketing.		
Ques 5.	What is meant by Target Audience? Also discuss how segmentation of the target audience is essential for better delivery of the email plan, with the help of an example.		

	SECTION-C 3Qx10M=30 Marks		
	Following are 3 Questions, out of which 2 Questions are compulsory and 1 Question has internal choice to attempt any one		**CO5**
Ques 6.	Discuss in detail the customer lifecycle in context of email marketing.	**[10 marks]**	
Ques7.	Discuss various ways of optimizing email content. Also mention different matrix used to analyze performance of any email campaign.	**[10 marks]**	
Ques 8.	Discuss the importance of personalized and location-based marketing in the mobile context. OR What do you mean by ISP? Also discuss the role of ISP in deliverability performance	**[10 marks]**	

	SECTION-D 2Qx15M= 30 Marks		
	Following are 2 Questions, out of which 1 Question is compulsory and 1 Question has internal choice to attempt any one.		**CO2**
Ques 9.	Discuss in detail the process of Email Marketing Campaign Set-Up.	**[15 marks]**	
Ques 10.	Elaborate the impact of technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) on the future of mobile marketing. OR Discuss various ways to become a trusted sender and reduce risks of spamming.	**[15marks]**	