

Roll No: -----



## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA (E-COMMERCE MARKETING)

Semester – IV

Subject (Course): Mobile & E-mail marketing

Max. Marks : 100

Course Code : BBCM 177

Duration : 3 Hrs

No. of page/s:

---

### Section A

Attempt all questions. Each carry equal marks

(20 x 1= 20 Marks)

1. Which ESP doesn't give free Automation?
  - a. Mailerlite
  - b. Mail chimp
  - c. Mad mini
  - d. None of these
  
2. CAN-SPAM raise their eyebrows when
  - a. I do not provide a report spam button
  - b. I do not provide unsubscribe button
  - c. I do not have a SSL
  - d. I do have more than 3 Call to Action
  
3. While creating a workflow which of the following is not true
  - a. I can add a segment of subscriber in a workflow.
  - b. I can add a delay
  - c. I cannot create a condition in case if someone open a specific link in my email
  - d. I cannot use multiple subscription list for a workflow
  
4. App engagement doesn't allows you to target people who
  - a. Have used your app before
  - b. Have searched for your app
  - c. Have searched for apps similar to yours
  - d. Have never used your app before

5. Where can app ads run?
  - a. Only on Ad mob
  - b. Only on the Google Play store
  - c. Within other apps, also known as in-app
  - d. Across Display, Search, and YouTube
  
6. Which of the following statement isn't true
  - a. One AdWords account can have multiple account manager
  - b. One Ad can have Multiple Keywords
  - c. One Ad group can have one Ad
  - d. One Campaign can have multiple Ads
  
7. What type of the following marketing isn't only Mobile Marketing?
  - a. Universal App Campaign
  - b. SMS Campaign
  - c. Push notification
  - d. Web lead Generation Campaign
  
8. What is recommended method to pay for mobile app installation ad?
  - a. Per Click
  - b. Per Installation
  - c. Per Impression
  - d. Per View
  
9. Which of the following doesn't holds true for Automation in email marketing?
  - a. Delay can be added
  - b. First step is always to create an email
  - c. A condition can be true or false
  - d. A list is mandatory to make automation work
  
10. Which statement is not relevant?
  - a. Mobile marketing is popular because it has huge user base
  - b. Most people consumes content on Mobile
  - c. Web isn't efficient to bring conversion
  - d. Mobile device is the gateway of marketing in the near future

### One Word Answers

- Q.11 Each automation demands to create a new \_\_\_\_\_?
- Q.12 Name an ESP apart from Mailerlite to do free Automation?
- Q.13 What is the email spam law of India?
- Q.14 What information is not mandatory when sending an email?
- Q.15 SSL stands for?
- Q.16 What is the commercial type (route) of sending SMS?
- Q.17 If I don't have a mobile app, can I do Mobile Marketing?
- Q.18 Which tool is used to run ads and encourage people to install a mobile app?
- Q.19 One reason we use mobile marketing?
- Q.20 Formula to calculate click through ratio is \_\_\_\_\_ ?

### Section B

Attempt all questions. Each carry equal marks (5 x 4= 20 Marks)

- Q.1 Explain AdWords Account Structure and account organization?
- Q.2 What is CAN-SPAM act 2003? Why this law was created?
- Q.3 Explain the following considering ideal email marketing condition: SPF, SSL, Server IP, Opt-out constraints, Blacklist, email life cycle.
- Q.4 Explain different types of Mobile Marketing and give differences between them.

### Section C

Attempt all two. Each carry equal marks (2 x 15= 30 Marks)

- Q.1 Explain Bidding and its different types.
- Q.2 Explain automation process in detail.

### Section D

Answer the following question. (30 Marks)

- Q.1 Explain the complete process of creating an AdWords account and running various mobile campaigns to achieve the business objective.

OR

Explain the complete process of Email Marketing. Including pre-launch activities, compliance, post launch activities using an ESP with complete process and options.