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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA – Digital Marketing

Subject (Course): Mobile & E-mail marketing

Course Code : BBCM 177

No. of page/s:

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

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 an 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 x15= 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.