



Name:	
Enrolment No:	

UPES
End-Semester Examination, December 2024

Course: Mobile & e-Mail Marketing Program: BBA (DM) Course Code: DIGB3002	Semester: V Time : 03 hrs. Max. Marks: 100
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Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Who was the founder of Hotmail?	02	CO1
Q 2	Which Social Media firm owned the game Farmville?	02	CO1
Q 3	Who used the e-mail for Marketing purpose for the first time?	02	CO1
Q 4	Which year marked for the first time “a mail was from Space”?	02	CO1
Q 5	What do you understand by the term “ESP”?	02	CO1
Q 6	What is the full-form of the term “POP” Server?	02	CO1
Q 7	What is the full-form of the term “SPF” in DNS record?	02	CO1
Q 8	Which do you understand by the term Unity Ads?	02	CO1
Q 9	What do you understand by Gamification in Mobile Ads?	02	CO1
Q 10	What do you understand by Display Advertising?	02	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Discuss the concept of Automated Drip Campaign in E-Mail Marketing?	05	CO2
Q 12	Discuss the different types of In-App advertising styles used for Monetization?	05	CO2
Q 13	Discuss the “Inverted Pyramid Model”?	05	CO2
Q 14	Discuss the scope of E-Mail marketing in FMCG Sector?	05	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Discuss the different Mobile Application Promotion Principles?	10	CO3
Q 16	Discuss the importance of Facebook Audience Network?	10	CO3
Q 17	Answer anyone of the following:	10	CO3

	<p>Discuss the opportunities of Mobile-App Marketing? Or Discuss the steps involved in delivering and tracking performance of E-Mail Marketing campaigns?</p>		
<p>SECTION-D 2Qx15M= 30 Marks</p>			
Q 18	<p>Digital Trends, a growing e-commerce company specializing in electronics, noticed a decline in email engagement over the past few months. Their current email marketing strategy involves sending weekly promotional emails to their subscriber list of 100,000 customers. While these emails provide discounts and new product releases, the open rate has dropped to 15%, and the click-through rate has stagnated at 3%. The marketing team also observed that many customers unsubscribe or mark the emails as irrelevant.</p> <p>The company's leadership wants to make emails more valuable to their subscribers while increasing engagement and driving more sales.</p> <p>Design a follow-up email strategy that builds on Digital Trends' success and helps deepen customer engagement. What new tactics or content could be introduced?</p> <ol style="list-style-type: none"> 1. Evaluate the effectiveness of Digital Trends' email marketing alternatives such as Personalized Recommendations, Educational Content, Exclusive Offers and Customer Feedback Integration. 2. Which strategy had the most significant impact on engagement, and why? 	15	CO4
Q 19	<p>Answer anyone of the following: Ecozone Clothing Co. is a mid-sized online retailer specializing in eco-friendly fashion. To drive customer engagement and boost sales, Ecozone implemented an email marketing campaign targeting its subscriber base of 50,000 users. The goal was to promote the launch of a new sustainable clothing line through a series of emails. However, after the initial two-week campaign, the company noticed a lower-than-expected open rate (12%) and a click-through rate of only 2%. Feedback from customers indicated that many of the emails either landed in spam or were perceived as irrelevant.</p> <p>To address these issues, the marketing team decided to refine their email marketing strategy. They focused on three key areas: audience segmentation, email content personalization, and timing optimization.</p> <ol style="list-style-type: none"> 1. Explain how segmentation and personalization can contribute to the success of Ecozone 's email marketing campaign? <p>Or ABC Fitness, a health and wellness company offering fitness products, training services, and nutrition plans, has decided to expand its digital</p>	15	CO4

	<p>marketing efforts through email campaigns. The company's marketing team is tasked with creating a comprehensive email marketing strategy. Their current email list consists of 30,000 subscribers, which includes gym members, past purchasers of fitness products, and people who have signed up for fitness tips through the website. However, previous email campaigns have been inconsistent in terms of content and objectives, resulting in fluctuating open rates (ranging between 10-25%) and low conversions. The team has realized that they need to set clear objectives before launching the next campaign.</p> <ol style="list-style-type: none">1. How can ABC Fitness improve its email marketing strategy to achieve its conversion and list growth objectives?		
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