

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3ED01 Mobile Advertising

Programme: BBA

Branch/Specialisation: Management

**Duration: 3 Hrs.****Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. How many maximum character are allowed in SMS marketing? **1**  
 (a) 150 character (b) 160 character  
 (c) 170 character (d) 180 character
- ii. Selecting a reliable call tracking provider is a strategic move to ensure **1**  
 the quality of leads generated through-  
 (a) Pay per Click Campaign (b) Pay per Call Campaign  
 (c) Pay Per Call Partner (d) Pay per Call Service
- iii. What is the oldest technology trends in mobile marketing? **1**  
 (a) AR provides a more engaging way to interact with user  
 (b) Location based advertng in marketing campaign  
 (c) Use of QR code in outdoor advertising  
 (d) Sending SMS to potential Buyer
- iv. This is the processing of data about consumers and their relationship with **1**  
 the enterprise in order to improve the enterprise's future sales and service  
 and lower cost-  
 (a) Clickstream analysis  
 (b) Database marketing  
 (c) CRM analytics  
 (d) Customer relationship management
- v. Which mobile advertising platform is owned by Facebook? **1**  
 (a) AdMob (b) Unity Ads (c) MoPub (d) Audience Network
- vi. Which mobile advertising platform allows developers to monetize their **1**  
 apps through ads?  
 (a) Google AdMob (b) Unity Ads  
 (c) MoPub (d) Facebook Audience Network

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- vii. What is the most crucial for all mobile app engagement metrics? **1**  
 (a) Activations (b) Acquisitions  
 (c) Engagement (d) Retention
- viii. A/B testing in mobile marketing is- **1**  
 (a) A technique used to test the effectiveness of different mobile marketing campaigns  
 (b) A technique used to optimize mobile websites for search engines  
 (c) A technique used to optimize mobile apps for better user engagement  
 (d) A technique used to optimize mobile ads for better click-through rates
- ix. The # 1 reason of awesomeness with content marketing strategy is \_\_\_\_\_. **1**  
 (a) Thoughtful creation of content for your audience segment that inspires them to a particular action  
 (b) Increasing the quantity of content to increase your search marketing needs  
 (c) Creating an editorial content that is filled with new content ideas  
 (d) Interviewing experts and thought leaders to create awesome content
- x. Assume that you create a blog post titled "Top 10 Running Shoes for Women" and then shared that content through Twitter links, Facebook posts and shares, Blog directories, Press Releases, and many other channels. Essentially, what you did was\_\_\_\_\_. **1**  
 (a) Promoted your content by enabling social sharing framework  
 (b) You tapped into the right keywords that customers are looking for  
 (c) Promoted your content utilizing a Hub & Spoke model  
 (d) None of these
- Q.2 i. Write two differences between traditional search advertisement and mobile search advertisements. **2**  
 ii. What is voice marketing? How it has significantly influenced the way businesses engage with consumers? **3**  
 iii. What is mobile marketing? What are different types of mobile marketing strategies businesses employ to reach and engage their target audience? **5**
- OR iv. What are the key advantages, disadvantages, and the overall importance of mobile marketing in today's digital landscape? **5**
- Q.3 i. How to increase brand Image using mobile marketing? **2**  
 ii. How does mobile customer relationship management (CRM) play a pivotal role in managing customer relationships through mobile channels? **8**

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- OR iii. What are the current and emerging trends in mobile marketing? **8**
- Q.4 i. How mobile advertising has influenced the key strategies and best practices of businesses? **3**  
 ii. What are the key reasons for using playable ads? Also provide successful examples of playable ad campaigns. **7**
- OR iii. What are native ads? How do they differ when utilized for mobile apps and the web? **7**
- Q.5 i. What are some effective ways to increase mobile app engagement? **4**  
 ii. How do mobile app engagement ads on platforms like Facebook, Twitter, and Google work have increase user engagement within their mobile applications? **6**
- OR iii. What are the key metrics that businesses should track for mobile engagement, including session length, session interval, retention rate, churn rate, and LTV (Lifetime Value)? **6**
- Q.6 Attempt any two:  
 i. What are the fundamental steps and considerations in creating a comprehensive content marketing strategy? **5**  
 ii. What are the various types of content that can be effectively utilized for mobile apps? **5**  
 iii. How can businesses effectively generate and repurpose useful content from their blogs to maximize its reach and impact? **5**

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