Enrollment No......................................

Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
MS3ED01 Mobile Advertising
Programme: BBA   Branch/Specialisation: DM

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.

Q.1   i.   What information can a QR code contain?   **1**
       (a) Phone numbers
       (b) Names and locations where sold
       (c) Links to the store's web site
       (d) All of these

   ii.   _____ is a direct marketing strategy that uses a mobile device's **1** location to distribute content or services (such as push notifications) associated with a particular place.
       (a) Location-based marketing   (b) Re-targeting
       (c) Tele sales   (d) None of these

   iii.   According to IBEF, which language content accounted for >50% of **1** the overall OTT streaming in April–July 2020.
       (a) Hindi   (b) English   (c) Korean   (d) None of these

   iv.   _____ is a marketing technique whereby recipients are targeted with **1** marketing messages based on their vicinity.
       (a) Ambush marketing   (b) Sales promotion
       (c) Proximity marketing   (d) None of these

   v.   Which of the following is a type of mobile video advertising **1** network?
       (a) Google mobile ads   (b) Ad colony
       (c) Airpush   (d) All of these

   vi.   _____ is a form of paid advertising in which the ads match the look, **1** feel and function of the media format where they appear.
       (a) Native advertising   (b) Ambush marketing
       (c) Traditional marketing   (d) None of these

vii. _____ is an important metric that calculates the percentage of users **1**
who continue using your product or service over a given time period.
(a) Partition rate   (b) Acquisition rate
(c) Retention rate   (d) None of these

viii. _____ is a measure of the number of customers or employees who **1**
leave a company during a given period.
(a) Acquisition rate   (b) Revision rate
(c) Retention rate   (d) Churn rate

ix. In mobile content marketing the content should be- **1**
(a) Valuable   (b) Relevant   (c) Consistent (d) All of these

x. The word "blog" is a shortened version of _____. **1**
(a) Webblog   (b) Weblog   (c) Welog   (d) Vlog

Q.2   i.   What is mobile search advertising? Give one example. **2**
     ii.   What is mobile marketing? State six reasons why it is becoming **8**
important for businesses.
OR   iii.   Discuss in detail any two mobile marketing campaigns in detail. **8**

Q.3   i.   What is mobile customer relationship management? **2**
     ii.   What is 'Augmented Reality'? Discuss the concept and its pros and **8**
cons with two latest examples.
OR   iii.   What are four major forms of mobile marketing? Explain in detail **8**
with examples.

Q.4   i.   Mention four reasons why native advertising is becoming more **4**
relevant now a days.
     ii.   What are Playable ads? Describe working of playable ads with two **6**
examples.
OR   iii.   Define mobile video ads. Explain two different types of mobile video **6**
ads.

Q.5   i.   Define the following terms: **4**
(a) Average revenue per user (ARPU)   (b) DAU/MAU ratio
     ii.   Explain any six metrics that businesses use to measure mobile **6**
engagement.

OR   iii.   What is A/B testing? Explain using two examples. How mobile **6**
marketers use this concept?

Q.6   Attempt any two:
     i.   Create a content marketing strategy for a newly introduced **5**
e-commerce platform for organic products.
     ii.   What is user-generated content? How should a business use it in its **5**
favour?
     iii.   Write a short note on 'content marketing for mobile applications'. **5**

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Scheme of Marking

Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	d	1
	ii)	a	1
	iii)	a	1
	iv)	c	1
	v)	d	1
	vi)	a	1
	vii)	c	1
	viii)	d	1
	ix)	d	1
	x)	b	1
Q.2	i.	Mobile search advertising definition- 1 mark example- 1 mark	2
	ii.	Mobile marketing definition- 2 marks Importance/ reasons- 1x6=6 marks	8
OR	iii.	2 mobile marketing campaigns in detail- (2x4=8 marks)	8
Q.3	i.	Definition and brief explanation– 2 marks	2
	ii.	Definition of 'AR'- 2 marks 2 examples – 2x2=4 marks Pros and cons- 2 marks	8
OR	iii.	4 forms of mobile marketing with 1 example each – 2x4=8 marks	8
Q.4	i.	4 reasons (1x4=4 marks)	4
	ii.	Playable ads definition- 2 marks Working- 2 marks 2 examples- (1x2=2 marks)	6
OR	iii.	Mobile video ads definition- 2 marks Types of mobile video ads- 2x2 (4 marks)	6

Q.5	i.	Both definition- (2x2=4 marks)	4
	ii.	6 metrics explanation- (1x6=6 marks)	6
OR	iii.	A/B testing- 2 marks 2 examples and explanation- (2x2=4 marks)	6
Q.6		Attempt any two	
	i.	As per explanation	5
	ii.	As per explanation	5
	iii.	As per explanation	5

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