

Enrollment No.....



Faculty of Management Studies  
End Sem Examination May-2024

MS3ED11 E-Mail Marketing

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. Which of the following is NOT a common use of email marketing? **1**  
 (a) Promoting products or services  
 (b) Providing customer support  
 (c) Building relationships with customers  
 (d) Sending invoices
- ii. Why is email marketing important for businesses? **1**  
 (a) It is the cheapest form of marketing  
 (b) It allows direct communication with customers  
 (c) It is the most effective form of marketing  
 (d) It requires minimal effort
- iii. Why is it essential for emails to be optimized for mobile devices? **1**  
 (a) Most people only check emails on desktop computers  
 (b) Mobile optimization has no impact on email engagement  
 (c) A majority of email opens occur on mobile devices  
 (d) Mobile optimization increases spam complaints
- iv. Why is maintaining a clean email list important for email deliverability? **1**  
 (a) It reduces the need for segmentation  
 (b) It increases spam complaints  
 (c) It improves sender reputation  
 (d) It decreases open rates
- v. Which of the following is a parameter that can be tagged in email campaigns? **1**  
 (a) Email open rate (b) Email click-through rate  
 (c) Campaign source (d) Spam complaint rate

[2]

- vi. How can Google Analytics advanced segments be used in email marketing? **1**  
 (a) To track the number of emails sent  
 (b) To analyze user behavior on the website after clicking a link in an email  
 (c) To measure email bounce rates  
 (d) To monitor email open rates
- vii. Which of the following is a benefit of email marketing automation? **1**  
 (a) Increased spam complaints  
 (b) Decreased email deliverability  
 (c) Improved efficiency in email campaigns  
 (d) Higher unsubscribe rates
- viii. How can email marketing automation improve customer engagement? **1**  
 (a) By sending generic emails to all subscribers  
 (b) By ignoring subscriber preferences  
 (c) By sending timely and relevant emails based on subscriber behavior  
 (d) By not sending any emails
- ix. What is one of the key features of GetResponse? **1**  
 (a) Advanced analytics (b) Social media management  
 (c) Automation (d) Content creation
- x. Which of the following is a key feature of MailChimp? **1**  
 (a) Social media management  
 (b) Advanced analytics  
 (c) Automation  
 (d) Content creation
- Q.2 i. Define mailing list. **2**  
 ii. What are some benefits of list segmentation in email marketing? **3**  
 iii. Explain how businesses can build and manage an effective mailing list. **5**
- OR iv. Discuss some ethical and legal considerations that businesses should keep in mind when collecting email addresses. **5**
- Q.3 i. Define e-mail marketing matrix. **2**  
 ii. Describe the process of conducting an A/B test for an email campaign. **8**

[3]

- OR iii. Why is personalization important for increasing conversions in email marketing? **8**
- Q.4 i. What is a conversion in the context of email marketing? **2**  
 ii. How can marketers use conversion tracking data to improve their email campaigns? **8**
- OR iii. Explain the concept of advanced segments in Google Analytics. How they can be used to analyze email marketing campaigns? **8**
- Q.5 i. Define email marketing automation. **3**  
 ii. Explain the significance of email marketing automation in modern digital marketing strategies. **7**
- OR iii. Define email mobile marketing and discuss its relevance in a mobile-first world. **7**
- Q.6 Write short note on any two:  
 i. Mailchimp, Tiny Letter **5**  
 ii. Campayn, SendLoop **5**  
 iii. Litmus, Hubspot **5**

\*\*\*\*\*

# Marking Scheme

MS3ED11 (T) E-Mail Marketing

Q.1	i)	D	1
	ii)	A	1
	iii)	D	1
	iv)	A	1
	v)	A	1
	vi)	A	1
	vii)	C	1
	viii)	C	1
	ix)	C	1
	x)	D	1
Q.2	i.	Define Mailing List. Defination-2 mark	2
	ii.	What are some benefits of list segmentation in email marketing? Benefit. any 3 1 mark each	3
	iii.	Explain how businesses can build and manage an effective mailing list. Explanation-5 mark	5
OR	iv.	Discuss some ethical and legal considerations that businesses should keep in mind when collecting email addresses. Ethical -3 mark Legal 3 Mark	5
Q.3	i.	Define e-mail marketing Matrix.	2
	ii.	Describe the process of conducting an A/B test for an email campaign. Process. 8 mark	8
OR	iii.	Describe the concept of a sales funnel and its significance. Concept:2 mark Significance. 6 mark 1mark each	8

Q.4	i.	What is a conversion in the context of email marketing? Defination: 2 mark	2
	ii.	How can marketers use segmentation and targeting to improve email conversion rates? Explanation:8 mark	8
	OR iii.	Explain the concept of advanced segments in Google Analytics and how they can be used to analyze email marketing campaigns. Concept:2 mark Analyze :6 mark	8
Q.5	i.	Define Email Marketing Automation. Defination:3 mark	3
	ii.	Explain the significance of email marketing automation in modern digital marketing strategies. Significance: any 7 each 1 mark	7
	OR iii.	Define email mobile marketing and discuss its relevance in a mobile-first world. Defination:2 mark Explanation:5 mark	7
Q.6	Write short note : Attempt any 2		
	i.	Mailchamp,Tiny Letter Each 2.5 mark	5
	ii.	Campayn, SendLoop Each 2.5 mark	5
	iii.	Litmus, Hubspot Each 2.5 mark	5

\*\*\*\*\*