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

Faculty of Management Studies
End Sem (Even) Examination May-2022
MS3ED11 E-mail Marketing

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. The process of breaking up an email list into several smaller, more targeted lists are called_____. **1**
(a) Email Segmentation   (b) Regular Email
(c) Junk Mail   (d) All of these

ii. _____ is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. **1**
(a) Email Marketing   (b) Email Channel
(c) Direct Marketing   (d) Digital Marketing

iii. _____refers to unsolicited email messages, usually sent in bulk to a large list of recipients. **1**
(a) Spam Mail   (b) Special Mail
(c) Selected Mail   (d) None of these

iv. Open Rate, Click-through Rate (CTR) and Conversion Rate are types of _____. **1**
(a) Email Marketing Metrics
(b) Engagement over time
(c) Revenue from email
(d) None of these

v. _____ are labels you can assign to contacts based on their personal characteristics or how they interact with your email content. **1**
(a) Tags   (b) Labels   (c) Contents   (d) None of these

vi. What are/is the importance of conversion tracking? **1**
(a) Improved Audience Insights
(b) Identify Best Performing Creative
(c) Optimize User Experience
(d) All of these

vii. _____is a strategy that sees marketers send triggered or **1**
timed promotional emails to subscribers on their mailing list.
(a) Email marketing automation
(b) Email Mobile Marketing
(c) Unsubscribes Email
(d) All of these

viii. _____use email automation for marketing. **1**
(a) Create Segmented mailing list
(b) Create Unsubscribe list
(c) Create Spam mail list
(d) None of these

ix. TinyLetters, MailChimp, GetResponse are_____. **1**
(a) Email Marketing Tools   (b) Mobile Marketing Tools
(c) Advertisement   (d) None of these

x. Which one is/are Email Marketing Platform? **1**
(a) Litmus   (b) Hubspot   (c) Sendicate (d) All of these

Q.2 i. What do you mean by definition of a mailing list? **2**
ii. Write short note on growing mailing list. **2**
iii. Discuss the pros and cons of E-mail marketing. **4**
OR iv. What are the General guidelines to follow when collecting emails? **4**

Q.3 i. Explain lead nurturing, sales funnel & stages of sales funnel. **5**
ii. What is the testing process in an email campaign? **3**
OR iii. Discuss spam and spam filters. **3**

Q.4 i. Write four importance of conversion tracking. **5**
ii. How can we track conversions using an email marketing tool? **3**
OR iii. Write short note on google analytics advanced segment. **3**

Q.5 Attempt any two:
i. Make an email marketing automation strategy for company x. **4**
ii. Define email mobile marketing. **4**
iii. Write any two importance of email marketing automation. **4**

Q.6 Attempt any two:
i. Write short note on tinyletters, mailchimp. **4**
ii. Discuss getresponse, campayn. **4**
iii. Discuss various email marketing tools. **4**

Q.7 Effective Email Automation
M-High offer a variety of services such as currency exchange, prepaid travel cards, and international money transfers. It employs over 600 staff across 130 stores nationwide. M-High also operates an E-commerce business for new and pre-owned watches and jewellery. E-commerce Marketing Manager, Jack Jahan, is responsible for optimising cross-channel marketing to drive revenue from its website. Email plays a pivotal role in M-High' marketing strategy, with Jack solely responsible for the email strategy and performance.
CONFRONT
M-High' previous email service provider was based in Canada. Relying on a support team on a different continent and time zone was frustrating and time consuming. Jack started to feel his needs were being neglected. Email performance started to struggle due to poor deliverability. Open and click through rates plummeted as a result. The company was losing out on large amounts of potential revenue because it didn't have anything in place to combat basket abandonment.
Question:
(a) Find out how M-High Financial turned poor email results into a 60% increase in online revenue by switching to email marketing. **10**

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Marking Scheme
MS3ED11 E-mail Marketing

Q.1   i.   The process of breaking up an email list into several smaller, more targeted lists are called_____.   **1**
(a) Email Segmentation

ii.   _____ is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services.   **1**
(a) Email Marketing

iii.   _____refers to unsolicited email messages, usually sent in bulk to a large list of recipients.   **1**
(a) Spam Mail

iv.   Open Rate, Click-through Rate (CTR) and Conversion Rate are types of _____.   **1**
(a) Email Marketing Metrics

v.   _____ are labels you can assign to contacts based on their personal characteristics or how they interact with your email content.   **1**
(a) Tags

vi.   What are/is the importance of conversion tracking?   **1**
(d) All of these

vii.   _____is a strategy that sees marketers send triggered or timed promotional emails to subscribers on their mailing list.   **1**
(a) Email marketing automation

viii.   _____use email automation for marketing.   **1**
(d) None of these

ix.   TinyLetters, MailChimp, GetResponse are_____.   **1**
(a) Email Marketing Tools

x.   Which one is/are Email Marketing Platform?   **1**
(d) All of these

Q.2   i.   Definition of a mailing list   **2**
As per explanation

ii.   Growing mailing list   **2**
As per explanation

iii.   Pros of E-mail marketing   2 marks   **4**
Cons of E-mail marketing   2 marks

OR   iv.   General guidelines to follow when collecting emails   **4**
1 mark for each   (1 mark * 4)

Q.3   i.   Lead nurturing   1 mark   **5**
Sales funnel   1 mark
Stages of sales funnel   3 marks

ii.   Testing process in an email campaign   **3**
Three step process 1 mark for each step   (1 mark * 3)

OR   iii.   Definition of spam   1 mark   **3**
Spam filters   2 marks

Q.4   i.   Conversion tracking   1 mark   **5**
Four importance of conversion tracking
1 mark for each (1 mark * 4)   4 marks

ii.   Email marketing tool   **3**
As per explanation

OR   iii.   Google analytics advanced segment.   **3**
3 google analytics tools 1 mark for each   (1 mark * 3)

Q.5   Attempt any two:
i.   Make an email marketing automation strategy for company x.   **4**
As per the explanation

ii.   Definition of email mobile marketing   2 marks   **4**
Example   2 marks

iii.   Any two importance of email marketing automation   **4**
2 marks for each importance   (2 marks * 2)

Q.6   Attempt any two:
i.   Tinyletters   2 marks   **4**
Mailchimp   2 marks

ii.   Getresponse   2 marks   **4**
Campayn   2 marks

iii.   Email marketing tools.   **4**

Q.7   Question:
(a) Find out how M-High Financial turned poor email results into a 60% increase in online revenue by switching to email marketing.
Automation, tools, strategies   **10**

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