

Enrollment No.....



Faculty of Management Studies  
End Sem Examination Dec 2024

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.

		Marks	BL	PO	CO	PSO
Q.1	i. Where do mobile banner ads usually appear?	1	1	1	1	
	(a) Pop-ups (b) SMS					
	(c) App headers/footer (d) Emails					
	ii. What do mobile search ads target?	1	1	1	1	
	(a) User's browsing history					
	(b) User's search queries					
	(c) User's location					
	(d) User's app usage					
	iii. Which of the following is a key trend in mobile marketing?	1	1	1	1	
	(a) Decrease in mobile app usage					
	(b) Increased reliance on push notifications					
	(c) Decline in video content					
	(d) Focus on desktop ads					
	iv. How does Augmented Reality (AR) enhance marketing?	1	1	1	1	
	(a) By creating immersive experiences					
	(b) By reducing customer engagement					
	(c) By blocking ads					
	(d) By focusing on static images					
	v. Which platform is commonly used for native ads in mobile apps?	1	1	1	1	
	(a) Facebook Ads (b) Google AdMob					
	(c) Snapchat Stories (d) Pinterest Ads					

[2]

vi.	Which platform does not typically use playable ads?	<b>1</b>	1	1	1
	(a) Facebook (b) Google Ads				
	(c) Snapchat (d) Apple App Store				
vii.	Which of the following is not a commonly tracked metric for mobile app engagement?	<b>1</b>	1	1	1
	(a) Session interval				
	(b) Conversion rate				
	(c) Bounce rate				
	(d) Retention rate				
viii.	Which of the following metrics is most likely to be affected by a decrease in app performance (e.g., slow loading or frequent crashes)?	<b>1</b>	1	1	1
	(a) LTV (b) Churn rate				
	(c) Session length (d) ARPU				
ix.	What's the most likely result of using only static images for app marketing?	<b>1</b>	1	1	1
	(a) Increased conversions				
	(b) Content fatigue				
	(c) Higher user retention				
	(d) Boosted engagement				
x.	What should not be the primary focus of a content marketing strategy for an app?	<b>1</b>	1	1	1
	(a) User-focused content				
	(b) Clear CTAs				
	(c) Content without objectives				
	(d) Multi-channel distribution				
Q.2	i. What is Short Message Service (SMS) marketing, and how does it benefit businesses?	<b>2</b>	1	1	9
	ii. Explain the different types of mobile marketing and their key benefits.	<b>3</b>	2	2	4
	iii. What are the key elements of a successful mobile marketing campaign, and how can businesses measure its effectiveness?	<b>5</b>	1	2	5
OR	iv. Discuss advantages and mistakes to avoid in a mobile marketing campaign.	<b>5</b>	2	1	4

[3]

Q.3	i. What do you mean by mobile brand management?	<b>2</b>	1	3	3
	ii. Discuss the role of Augmented Reality (AR) in mobile marketing and provide examples of its successful implementation.	<b>8</b>	2	3	10
OR	iii. Describe the process and benefits of Mobile Customer Relationship Management (CRM) for businesses.	<b>8</b>	2	3	9
Q.4	i. Why is mobile video advertising effective for user acquisition?	<b>3</b>	1	3	4
	ii. List and explain the commonly used platforms for native advertising on mobile apps and the web, and how they help advertisers achieve their user acquisition goals.	<b>7</b>	1	3	4
OR	iii. Describe the mechanics of playable ads and explain why they are an effective tool for user acquisition in mobile app marketing.	<b>7</b>	2	3	10
Q.5	i. How does social sharing help in increasing mobile app engagement?	<b>4</b>	3	4	3
	ii. How does personalization enhance mobile app engagement? Discuss its role in improving user experience and retention.	<b>6</b>	3	4	3
OR	iii. Explain the role of A/B testing in optimizing mobile app engagement. How does it help improve user experience and conversion rates?	<b>6</b>	3	4	10
Q.6	Attempt any two:				
	i. What are the benefits of using user-generated content in mobile app marketing?	<b>5</b>	1	5	2
	ii. How can the ROI of content marketing for a mobile app be calculated?	<b>5</b>	1	5	5
	iii. What are the key steps in creating a content marketing strategy for a mobile app?	<b>5</b>	1	5	5

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**Marking Scheme**  
**MS3ED01 (T) Mobile Advertising (T)**

Q.1	i)	C)App headers/footers	1
	ii)	B) User's search queries	1
	iii)	B) Increased reliance on push notification	1
	iv)	A) By creating immersive experiences	1
	v)	B) Google AdMob	1
	vi)	D) Apple App Store	1
	vii)	C) Bounce rate	1
	viii)	B) Churn rate	1
	ix)	B) Content fatigue	1
	x)	C) Content without objectives	1
Q.2	i.	SMS marketing involves sending text messages to customers for promotions, updates, or reminders. It benefits businesses by offering a highly personal and immediate way to reach customers, with high open rates and quick delivery.	2
	ii.	SMS Marketing: QR Codes: Location-Based Marketing: Mobile Banner Ads: Pay Per Call/Click to Call: Voice Marketing:	3
	iii.	Clear Objectives: Target Audience: Mobile-Optimized Content: Choice of Mobile Channels: Call to Action (CTA): Budget and Resource Allocation: Analytics and KPIs:.	5

OR	iv.	Continuous Optimization: 5 points 1 mark each	5
Q.3	i.	Brand Management	2
	ii.	role of Augmented Reality (AR) in mobile marketing-6 examples of its successful implementation- 2	8
OR	iii.	process – 4 benefits - 4	8
Q.4	i.	Benefits mobile video advertising	3
	ii.	commonly used platforms for native advertising on mobile apps and the web - 4 and how they help advertisers achieve their user acquisition goals- 3	7
OR	iii.	mechanics of playable ads -4 and explain why they are an effective tool for user acquisition in mobile app marketing- 3	7
Q.5	i.	4 points	4
	ii.	How does personalization enhance mobile app engagement- 3 Discuss its role in improving user experience and retention - 3	6
OR	iii.	Role of A/B testing in optimizing mobile app engagement - 3 How does it help improve user experience and conversion rates - 3	6
Q.6	i.	5 benefits	5
	ii.	How can the ROI of content marketing for a mobile app be calculated?	5
	iii.	5 steps	5

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