

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				

Marking Scheme

MS3ED01 (T) Mobile Advertising (T)

Marking Scheme				
MS3ED01 (T) Mobile Advertising (T)				
Q.1	i) C)App headers/footers ii) B) User's search queries iii) B) Increased reliance on push notification iv) A) By creating immersive experiences v) B) Google AdMob vi) D) Apple App Store vii) C) Bounce rate viii) B) Churn rate ix) B) Content fatigue x) C) Content without objectives	1 1 1 1 1 1 1 1 1 1	OR iv. 5 points 1 mark each Q.3 i. Brand Management ii. role of Augmented Reality (AR) in mobile marketing-6 examples of its successful implementation- 2 OR iii. process – 4 benefits - 4 Q.4 i. Benefits mobile video advertising 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 OR iii. mechanics of playable ads -4 and explain why they are an effective tool for user acquisition in mobile app marketing- 3 Q.5 i. 4 points ii. How does personalization enhance mobile app engagement- 3 Discuss its role in improving user experience and retention - 3 OR iii. Role of A/B testing in optimizing mobile app engagement - 3 How does it help improve user experience and conversion rates - 3 Q.6 i. 5 benefits ii. How can the ROI of content marketing for a mobile app be calculated? iii. 5 steps	5 2 8 8 3 7 7 7 4 6 6 5 5 5
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. ii. SMS Marketing: QR Codes: Location-Based Marketing: Mobile Banner Ads: Pay Per Call/Click to Call: Voice Marketing: iii. Clear Objectives: Target Audience: Mobile-Optimized Content: Choice of Mobile Channels: Call to Action (CTA): Budget and Resource Allocation: Analytics and KPIs:.	2 3 5	*****	

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