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Department of Research & Development
Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 30/09/2024
Course Code: MBA3030	Time: 2:00pm – 3:30pm
Course Name: Mobile Marketing	Max Marks: 50
Department: SOM	Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	The total number of unique users/devices that are reached through any website content is a pull strategy. List down the advantages of Pull Notifications through Mobile Ads.	5 Marks
2	Organic results are ranked algorithmically as opposed to ads that marketers purchase. List down the importance of Mobile Organic Search?	5 Marks
3	To make life easy for consumers, marketers use automated voice call technology. Explain the e uses of an IVR system?	5 Marks
4	Marketers have limited resources for advertising purposes, hence Psychographic factors help to reduce their costs. List down the Psychographic factors affecting Marketing Strategy.	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	Marketing, at its core, is about communication and engagement. As a marketer, it's your job to communicate and engage your customer; that is, impart information and news about your products, services, and related activities to your audience (customers, clients, partners, and society at large) so that they can know what your organization does and how to engage with other offers. Mobile marketing is basically a very powerful way of enabling communication and engagement with your prospects and customers in all sorts of interactive and productive ways. Mobile-enabled marketing is increasing organizations operational efficiency. Explain the 3 basic approaches while integrating Mobile Marketing into Marketing Strategy with a suitable example.	15 Marks
6	The responsibility of the mobile marketer is to understand the total budget allotted, the cost involved, and how effectively they can design to make the campaign successful. Evaluate the cost of a Mobile Marketing Plan before starting campaign.	15 Marks