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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 31- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. |
| **Course Code:** MGT931 | **Course Name:** Mobile Marketing |
| **Semester**: | **Max Marks**:100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **30** | **10** | **40** | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

 **Part A**

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| **Answer ALL the Questions. Each question carries 10marks. 6Q x 10M=60Marks** |
| **1** | Explain the key elements of a successful mobile marketing strategy. Provide examples to illustrate your answer. | **10 Marks** | **L** | **CO1** |
| **2** | Discuss the role of mobile apps in enhancing customer engagement and brand loyalty. | **10 Marks** | **L** | **CO1** |
| **3** | Explain the concept of personalized marketing in the mobile space. How does it enhance user engagement? | **10 Marks** | **L** | **CO2** |
| **4** | Evaluate the effectiveness of mobile search ads versus display ads in driving conversions. | **10 Marks** | **L** | **CO3** |
| **5** | Analyze the differences between mobile web marketing and mobile app marketing in terms of reach and user retention. | **10 Marks** | **L** | **CO4** |
| **6** | Discuss how businesses can utilize proximity marketing techniques like beacons and geofencing. | **10 Marks** | **L** | **CO4** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** |
| **7.** |  | Design a mobile marketing plan for a new food delivery startup. Highlight the tools and techniques you would use. | **20 Marks** | **L** | **CO2** |
|  |
| **8.** |  | Analyze a successful mobile marketing campaign of your choice. What made it effective? | **20 Marks** | **L** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***