



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

End - Term Examinations – MAY 2025

Date: 21-05-2025

Time: 01:00 pm – 04:00 pm

School: SOM-PG	Program: MBA	
Course Code: MBA3028	Course Name: - E-Mail Campaigning and Affiliate Marketing	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	30	20	20	30	-

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 3marks.

10Q x 3M=30M

1.	What is permission-based marketing. Discuss its types.	3 Marks	L1	C01
2.	What is transactional email campaign? Give few examples	3 Marks	L2	C01
3.	List at least three facts related to email marketing.	3 Marks	L2	C01
4.	How can Mailchimp be used for e-commerce marketing?	3 Marks	L2	C01
5.	How do we generate leads using mail chimp?	3 Marks	L1	C01
6.	List at least three email marketing strategies that you use for running a campaign to sell women sports shoes.	3 Marks	L2	C01
7.	Discuss at least two ways that an affiliate earns commission using affiliate marketing.	3 Marks	L1	C01
8.	Discuss the working mechanism of affiliate marketing.	3 Marks	L2	C01
9.	Explain how Click Bank's affiliate commission structure works.	3 Marks	L2	C01
10.	Define affiliate marketing with an example.	3 Marks	L2	C01

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Develop detailed buyer persona to sell Horlicks mother plus using email campaign?	10 Marks	L3	CO2
Or					
12.	a.	How can you apply A/B testing to determine the most effective CTA in an email campaign?	10 Marks	L4	CO2
13.	a.	A company XYZ sent 50,000 emails and received 3,000 bounces, out of which 2,500 bounced as the inbox was full and 500 bounced due to incorrect email address. what is the percentage of hard bounce and soft bounce?	10 Marks	L3	CO2
Or					
14.	a.	How do you craft effective email using 7A Content Strategy Framework?	10 Marks	L4	CO2
15.	a.	<p>To promote a relevant product from ClickBank on my personal development YouTube channel, I would:</p> <ol style="list-style-type: none">1. Find Relevant Products: Search ClickBank's Personal Development category for high-quality products that align with topics I cover, like goal setting or productivity.2. Ensure Authenticity: Test the product or research it thoroughly, ensuring it aligns with my values. I would disclose affiliate links openly in my videos.3. Provide Value First: Offer valuable content (e.g., tips, strategies) before introducing the product. I'd recommend products only if they genuinely help my audience.4. Integrate Naturally: Mention the product organically in the video, and include the affiliate link in the description.5. Build Trust: Share honest reviews, be transparent, and engage with my audience to maintain credibility and long-term trust.	10 Marks	L3	CO3
Or					
16.	a.	Evaluate the effectiveness of using the Amazon Associates program as a primary revenue stream for a content creator	10 Marks	L4	CO3

		focused on product reviews, and justify whether diversifying with other affiliate programs is advisable			
--	--	---	--	--	--

17.	a.	Can you describe what the Amazon Associates program is and identify the essential steps involved in becoming an Amazon affiliate?	10 Marks	L6	C03
Or					
18.	a.	Evaluate the long-term sustainability of relying on ClickBank as your primary source of affiliate income, and justify whether diversifying your affiliate portfolio is a necessary strategy for online success.	10 Marks	L5	C03

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	<p>Cashback and coupon site Cashkaro.com, owned and operated by UK- and India-based Pouring Pounds Pvt Ltd, is looking to expand operations to Singapore, Malaysia and Indonesia this year, according to a top executive of the company. Cashkaro.com, which claims to be doing 1,000 transactions per day, is also looking to achieve breakeven by 2015 end.</p> <p>"We have done Rs 1.5 crore of cashback till date," said Swati Bhargava, co-founder and CEO of Cashkaro. "We are driving 1,000 transactions per day for our partner retailers and have already given over Rs 25 crore of sales to 500-odd retailers. The business is seeing almost 20-25 per cent growth month on month."</p> <p>The startup was founded in February 2011 by the husband-wife duo of Rohan and Swati Bhargava (both London School of Economics graduates). Rohan had previously worked at Aladdin Capital, managing a \$1 billion portfolio of structured credit assets, while Swati was an employee of Goldman Sachs in London. Initially, the couple had launched a cash back and coupon site in the UK under the brand name Pouringpounds.com. In November 2012, they launched the India-focused site Cashkaro.com. The current team size is 32.</p> <p>Cashkaro has a two-pronged business model wherein it offers coupons of various e-commerce companies as well as cashback on purchases made via Cashkaro. The company earns commission on a per sale basis and brands pay the firm a percentage on every sale done via the portal. Cashkaro keeps a certain margin and passes on the rest to the end consumer.</p>	15 Marks	L5	C04
------------	-----------	---	-----------------	-----------	------------

		<p>Questions</p> <ul style="list-style-type: none"> a. What is the business model of Cashkaro and how does it make money? b. Which concept of digital marketing that Cashkaro has used to generate revenue and discuss the involvement of various parties. 			
--	--	--	--	--	--

20.	a.	<p>Most US companies (about 89%) use A/B testing to improve their email marketing. Even the former President of the United States has A/B tested his email subject lines. Email marketing played a huge part in the success of Obama's 2012 Presidential campaign. By sending several variations made to the subject line to a small sample of subscribers, they were able to calculate the amount in donations they could expect to receive based on the results. The sample size revealed that the poorest performing subject line ("The one thing the polls got right.."), when sent to the entire database, would generate \$403,603 in donations. The best performing subject line ("I will be outspent") was expected to generate \$2,540,866 in donations.</p> <p>That's a huge difference! In fact, the best performing subject line outperformed expectations and generated a total of \$2,673,278. That's an additional \$2.2 million in donations raised due to a change in the emails subject line!</p> <p>Questions:</p> <ul style="list-style-type: none"> a. What is A/B testing? How can you use A/B testing to determine the best-performing email subject lines and CTA buttons? b. What are the other forms of A/B testing can be done in Email Marketing? c. What are the other strategies that can be implemented to have effective email campaign? 	15 Marks	L6	C04
------------	-----------	---	-----------------	-----------	------------