PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 23-05-2025 **Time:** 01:00 pm –04:00 pm

School: SOM-PG	Program: MBA	
Course Code: MBA3030	Course Name: MOBILE MARKETING	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	16	16	34	34	

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 3 marks. 10Q X 3M=30 Marks

1.	Define local intent, and why is it important in mobile marketing.	3 Marks	L1	CO1
2.	State "technology for the sake of technology" mean in the context of user journey and mobile marketing.	3 Marks	L1	CO1
3.	Define "marketing automation" in relation to modern business practices.	3 Marks	L1	CO2
4.	Difference between being "mobile-compatible" and "mobile-optimized".	3 Marks	L1	CO2
5.	Explain the three key steps in creating a responsive website.	3 Marks	L1	CO3
6.	Discuss the advantages of list segmentation in email marketing.	3 Marks	L1	CO3
7.	Explain the factors should be considered when selecting an email service provider for a mobile-friendly email campaign.	3 Marks	L2	CO3
8.	Explain the significance of location-based services in mobile advertising.	3 Marks	L2	CO4
9.	Explain how does QR codes enhance mobile marketing, and what are their practical applications.	3 Marks	L2	CO4
10.	Explain the significance to have a well-defined mobile social media policy and planning strategy.	3 Marks	L2	CO4

Part B

11.	a.	Apply content mapping to ensure your messaging aligns with each stage of the user journey in a mobile-first marketing campaign.	10 Marks	L3	CO1
		Or			
12.	a.	Given the rise of smartphone adoption, how would you optimize your marketing activities to target mobile users effectively in a global campaign.	10 Marks	L4	CO1

13.	a.	Discuss how can a company utilize marketing automation tools to streamline its email campaigns and increase engagement with its customers.	10 Marks	L3	CO2
		Or			
14.	a.	Given a scenario where a business has slow website load times on mobile devices, what steps would you take to optimize the site for a better mobile experience.	10 Marks	L4	CO2

15.	a.	Explain how can a business use wireframing and specification documents to guide the development of a new mobile app.	10 Marks	L3	CO3
		Or			
16.	a.	Create an email campaign for a product launch, how would you segment your email list to maximize engagement.	10 Marks	L4	CO3

17.	a.	Integrate augmented reality (AR) into a mobile marketing campaign to enhance customer engagement.	10 Marks	L3	CO4
		Or			
18.	a.	Manage a brand's mobile social media strategy, how would you adjust your approach to maximize engagement on different platforms (e.g., Instagram vs. Twitter).	10 Marks	L4	CO4

Part C

Answer all the Questions. Each question carries 15marks 2Q X 15M=30 Marks

19.	a.	**Case Study: The Indispensables** Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves. Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well, they are confident that the products abilities to handle all that is thrown at them in a day-to-day functioning of a household. They are the silent protectors of a family's home, the behind-the-scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we	15 Marks	L3	CO3

brought to life these selfless helpers ad given them a wide variety of quirks and personalities.

So far, the videos have garnered cumulatively over 50000+ views on YouTube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much-needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.

Questions:

Online consumers read reviews and recommendations using mobile devices when making a purchase. Justify? (10 Marks)

What advantages Godrej can enjoy if they are successful in Mobile Marketing using Quick Response (QR) Codes and Location-based devices? (5 Marks)

| 20. | a. | **Case Study: Flipkart – Amazon of India**
E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.
Questions:
1. How Flipkart succeeded in Building the Trust of Online customers using mobile advertising and secured mobile payments? (10 Marks)
2. How can mobile analytics can be used to increase the market share of the Brand? (5 Marks) | 15 Marks | L4 | CO4 |