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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 08-10-2025   **Time:** 02.00pm to 03.30pm

School: SOC/SOM-UG	**Program:** BBD	
Course Code: BBD3004	**Course Name:** Mobile and E mail marketing	
Semester: III	**Max Marks**:50	**Weightage**:25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

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 2 marks.   **5Q x 2M=10M**

1	State the meaning of 'location based marketing'.	2 Marks	L1	CO1
2	Describe Mobile SEO.	2 Marks	L2	CO2
3	Identify the strategies of mobile app marketing.	2 Marks	L2	CO2
4	Discuss the significance of mobile marketing.	2 Marks	L2	CO1
5	List two challenges in mobile marketing.	2 Marks	L1	CO1

Part B

Answer ALL the Questions. Each question carries 10 marks.   **4Q x 10M=40M**

6.	Contrast the benefit and challenges of mobile marketing	10 Marks	L4	CO1
	Or			
7.	Sketch the significance of mobile marketing with stating the real world examples.	10 Marks	L3	CO1

8.	Case Study: Domino's AnyWare
	In 2015, Domino's Pizza launched the "Domino's AnyWare" platform with the goal of making pizza ordering as simple, fun, and convenient as possible. Instead of limiting customers to the website or mobile app, Domino's expanded ordering across multiple digital and mobile channels.
	Customers could order pizza through:
	   • SMS: Text "EASY ORDER" to reorder their favourite.
	   • Twitter: Tweet the 🍕 emoji or #EasyOrder.
	   • Smartwatches: Order via Android Wear or Apple Watch.
	   • Smart TVs: Order through Samsung Smart TV.
	   • Voice Assistants: Amazon Echo, Google Home, Siri.
	   • Chat Apps: Slack and Facebook Messenger bots.
	This innovation demonstrated how Domino's used technology, customer convenience, and digital engagement to strengthen its brand and increase sales.
	
	Q1. Analyse how did Domino's AnyWare platform enhance customer experience and engagement? (5 Marks)
	Q2. Examine two advantages Domino's gained by using multiple digital channels for ordering. (5 Marks)
		10 Marks	L4	CO1

	Or			
9.	Interpret metrics in mobile marketing with examples.	10 Marks	L3	CO1

10.	Case Study: Zomato's Mobile Marketing Strategy
	Zomato, a leading food delivery app, uses mobile marketing to attract and retain customers. Their strategy includes:
	   • SMS Marketing: Sending personalized discount codes (e.g., "Get 20% off on your next order today!").
	   • Mobile Advertising (Google Ads & Social Media Ads): Running targeted ads on Google Search, Instagram, and Facebook to reach hungry customers searching for "pizza near me."
	   • Social Media Ads: Using Instagram stories and reels with tempting food images to trigger cravings.
	   • Mobile Analytics & Tracking: Monitoring customer clicks, app installs, and conversion rates to optimize ad spending and improve return on investment (ROI).
	This integrated approach helps Zomato increase app downloads, encourage repeat orders, and strengthen customer loyalty.
	
	Q1: Examine how Zomato combined SMS marketing, Google Ads, social media ads, and mobile analytics to achieve business growth.
		10 Marks	L4	CO2

	Or			
11.	Demonstrate different types of push notifications.	10 Marks	L3	CO2

12.	Execute how push notification marketing works.	10 Marks	L3	CO2
	Or			
13.	Interpret different types of mobile ads.	10 Marks	L3	CO2