PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 13 – 12- 2025 **Time:** 09:30am – 12:30pm

School: SOC	Program: BBD
Course Code : BBD3004	Course Name: Mobile and E mail marketing
Semester: III	Max Marks:100	Weightage:50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	35	28	11	26

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 2marks. 10Q x 2M=20M

1.	State any two challenges in mobile marketing.	2 Marks	L1	CO1
2.	Memorize the significance of mobile marketing.	2 Marks	L1	CO1
3.	Define Mobile SEO.	2 Marks	L1	CO2
4.	Identify the strategies of mobile app marketing.	2 Marks	L2	CO2
5.	State the meaning of email marketing.	2 Marks	L1	CO3
6.	Recognize any two benefits of e-mail marketing.	2 Marks	L1	CO3
7.	State the meaning of A/B testing.	2 Marks	L2	CO4
8.	Translate personalization in email marketing.	2 Marks	L2	CO4
9.	Ubiquity is one of the main features of mobile marketing. Explain.	2 Marks	L1	CO1
10.	Describe Interstitial Ads	2 Marks	L2	CO2

Part B

Answer ALL the Questions. Each question carries 7 marks.   **5Q x 7M = 35M**

11.	Execute the benefits of mobile marketing.	07 Marks	L3	CO1
	Or			
12.	Sketch the challenges of mobile marketing.	07 Marks	L3	CO1

13.	Interpret how push notification marketing works.	07 Marks	L3	CO2
	Or			
14.	Distinguish different types of push notification.	07 Marks	L4	CO2

15.	Demonstrate types of marketing email.	07 Marks	L3	CO3
	Or			
16.	Situation: BeanBuzz Café has noticed a drop in repeat customers after their initial online launch. They want to use email marketing to reconnect with customers, increase sales, and build loyalty. The management has asked you to design an email campaign that will attract attention, engage customers, and bring them back to order again. **Your Task: Design one promotional email for BeanBuzz Café**. <u>Include:</u> • A catchy subject line Email content (announce an offer, event, or product) • A call to action (CTA) like "Order Now" or "Try It Today!" • Add one interactive element (e.g., quiz, spin-the-wheel, scratch card, poll, etc.) to make your email engaging. • Identify your target audience (college students, office-goers, etc.). • Write what metrics you will track to measure success (open rate, click rate, conversion, etc.). • Suggest two improvement you would make if engagement is low.	07 Marks	L4	CO3

17.	Examine key email marketing metrics.	07 Marks	L4	CO4
	Or			
18.	Demonstrate how to manage E-mail list.	07 Marks	L3	CO4

19.	Interpret metrics in mobile marketing.	07 Marks	L3	CO1
	Or			
20.	**Case Study: Domino's "AnyWare" Platform** In 2015, Domino's launched the innovative **"AnyWare" platform** to make ordering pizza easier, faster, and more engaging for customers. The goal was to let people place orders from almost any digital channel they used daily — not just the Domino's app or website. Through this platform, customers could order pizza by simply texting "EASY ORDER"	07 Marks	L4	CO1

via **SMS**, tweeting a 🍕 emoji or **#EasyOrder** on **Twitter**, or using **smartwatches** like Android Wear and Apple Watch. They could also order through **smart TVs** (such as Samsung Smart TV), **voice assistants** like Amazon Echo, Google Home, or Siri, and even through **chat apps** such as Slack and Facebook Messenger. This multi-channel innovation made Domino's a leader in digital food ordering, increasing customer convenience, engagement, and repeat purchases, while showcasing how technology can transform the food service experience.

Questions:

1. What was the main purpose of Domino's "AnyWare" platform?
2. List any three digital channels through which customers could order pizza using "AnyWare."
3. How did this initiative improve customer convenience?
4. What technologies or platforms did Domino's use to connect with customers?
5. How did the "AnyWare" platform help Domino's strengthen its brand image?
6. What lesson can other companies learn from this case study?

Part C

Answer any three Questions. Each question carries 15marks   **3Q x 15M=45M**

21.	Analyse metrics in Mobile Marketing and also examine the challenges in mobile marketing.	15 Marks	L4	CO1

22.	Demonstrate different types of mobile ads.	15 Marks	L3	CO2

23.	Interpret evolution and features of email marketing.	15 Marks	L3	CO3

24.	Examine and craft effective Email campaign with real examples.	15 Marks	L4	CO4

25.	Airbnb is a global online marketplace that connects travellers with hosts offering accommodations and experiences. Although the platform became well-known quickly, the company noticed that many people who created accounts did not return to complete their bookings. To solve this problem, Airbnb designed a powerful email marketing strategy focused on personalization and timing. They began sending emails based on user behaviour, location, and interests. Examples included: Recommendation emails: "Find your perfect stay in Goa this weekend! Reminder emails: "Your trip to Paris is waiting – book before prices go up!" Inspiration emails: Host stories and travel tips to encourage exploration.	15 Marks	L4	CO3

Each email was personalized, visually appealing, and written in a friendly tone. Airbnb also used A/B testing to compare subject lines and content to find out what worked best. As a result, their open rates increased by more than 20%, and a higher number of users returned to make bookings. The campaign helped Airbnb re-engage inactive users, increase trust, and boost sales without spending heavily on ads. This case shows how targeted and personalized email marketing can turn occasional users into loyal customers.

- Explain why Airbnb decided to use email marketing as part of its strategy.
- Describe how personalization helped Airbnb improve its email marketing results.
- What are some types of emails Airbnb used in this campaign? Give examples.
- How did A/B testing help improve the performance of Airbnb's email campaigns?
- What were the key outcomes or results of Airbnb's email marketing campaign?
- Suggest two additional ways Airbnb could use email marketing to strengthen customer loyalty.