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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 11/03/2026**

**Time: 02:00 PM - 03:30 PM**

**Course Code: MBA3030**

**Course Name: Mobile Marketing**

**Semester: Fourth Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2
Marks	44	26

### Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Explain the concept of Mobile Marketing and its importance in today's Business environment.	3	CO1	BT2
2	Describe the three forms of Mobile Marketing with suitable examples.	3	CO1	BT2
3	Discuss the key benefits of mobile devices for marketers.	3	CO1	BT2
4	Explain the basics of SMS marketing and its role in mobile campaigns.	3	CO2	BT2
5	Describe the concept of Opt-In and Opt-Out in SMS campaigns.	3	CO2	BT2

### Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	<p><b>Mobile Store Launch Strategy</b></p> <p>A Bangalore-based sustainable fashion startup is launching its first online store. The founders want to target Gen Z customers who primarily shop through smartphones. They aim to build a strong mobile presence and collect customer data for future campaigns. Using Shopify and Brevo, develop a step-by-step mobile marketing strategy that includes:</p> <ul style="list-style-type: none"> <li>• Mobile-optimized store setup</li> <li>• Customer data capture mechanism</li> <li>• SMS and email automation workflow</li> <li>• Opt-in and opt-out compliance process</li> </ul>	10	CO1	BT3

	Prepare a structured implementation plan.			
7	<p><b>Increasing Restaurant Footfall Through SMS</b></p> <p>A multi-location restaurant chain is experiencing low weekday sales. Management wants to use mobile marketing to increase dine-in customers between Monday and Thursday. Using Brevo, design and implement an SMS marketing campaign that includes:</p> <ul style="list-style-type: none"> <li>• Opt-in strategy</li> <li>• Customer segmentation</li> <li>• Short code usage</li> <li>• Promotional message draft (within 160 characters)</li> <li>• Opt-out compliance</li> <li>• Campaign performance tracking metrics</li> </ul>	10	CO1	BT3

**Part C: Answer Any 1 Following Questions. 10 M**

Qn.No	Questions	M	CO	BT
8	<p><b>Mobile App Launch - UX and Marketing Integration</b></p> <p>A fitness startup is launching a subscription-based workout mobile app. The company wants strong onboarding, push notification engagement, and mobile coupon features to increase subscriptions. Using Figma, design a prototype that includes:</p> <ul style="list-style-type: none"> <li>• App onboarding screen</li> <li>• Push notification sample</li> <li>• In-app discount coupon interface</li> <li>• Opt-in permission screen</li> </ul> <p>Explain how mobile UX design supports marketing objectives.</p>	10	CO2	BT3
9	<p><b>Geo-Targeted Retail Strategy</b></p> <p>A retail clothing brand with physical stores wants to increase store visits by targeting customers within a 5 km radius using mobile campaigns. Using Shopify and Klaviyo, develop a mobile reach strategy that includes:</p> <ul style="list-style-type: none"> <li>• Geo-targeted SMS campaigns</li> <li>• Push notifications</li> <li>• Customer data integration</li> <li>• Compliance with mobile marketing policy</li> </ul> <p>Outline implementation steps and expected outcomes.</p>	10	CO2	BT3

**Part D: Answer Following Questions. 15 M**

Qn.No	Questions	M	CO	BT
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10	<p><b>Telecom Brand Expansion Challenge</b></p> <p>A regional telecom provider is entering a highly competitive metro market dominated by national players. The company offers affordable data plans but lacks strong brand awareness. Research shows that urban youth heavily use smartphones for entertainment, gaming, and e-commerce. The telecom firm plans to use mobile marketing as its primary promotional strategy. However, management is unsure whether to focus on SMS marketing, app-based promotions, influencer-driven landing pages, or geo-targeted ads. Budget constraints require prioritization. Additionally, strict telecom regulatory policies must be followed for promotional messaging.</p> <p><b>Questions</b></p> <ol style="list-style-type: none"><li>1. Analyze which mobile marketing channels would be most effective for this telecom brand and justify your reasoning. (10 Marks)</li><li>2. Examine how regulatory policies influence mobile marketing decisions in the telecom industry. (5 Marks)</li></ol>	15	CO1	BT3
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