



Even Semester End Term Examinations, May/June 2026

Date: 19/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA3030

Course Name: Mobile Marketing

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	29	29	41	41

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain mobile strategy in a marketing plan with example.	3	CO1	BT2
2	Outline mobile reach strategy with example.	3	CO1	BT2
3	Explain customer analysis strategy in mobile marketing with example.	3	CO1	BT2
4	Explain sending alerts via mobile marketing with example.	3	CO2	BT2
5	Illustrate mobile coupons with example.	3	CO2	BT2
6	Explain mobile email marketing with example.	3	CO2	BT2
7	Relate voice-based mobile marketing with example.	3	CO3	BT2
8	Explain social media strategy in mobile marketing with example.	3	CO3	BT2
9	Outline tracking and analyzing mobile interactions with example.	3	CO4	BT2
10	Explain mobile database role in analytics with example.	3	CO4	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	A company wants to expand its mobile reach in urban areas using location-based services. Competitors are already using geo-targeting. Apply mobile reach strategy to improve customer acquisition.	10	CO1	BT3
12	A telecom brand is shifting from traditional marketing to mobile marketing. It wants to understand the benefits. Analyze how mobile	10	CO1	BT4

marketing is more effective than traditional methods.			
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Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	A brand wants to increase coupon redemption through mobile campaigns. Current response rates are low. Apply mobile coupon strategies to improve effectiveness.	10	CO2	BT3
14	A company is deciding between SMS and mobile email marketing for engagement. Both channels show mixed results. Analyze and compare their effectiveness.	10	CO2	BT4

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	A travel company wants to improve engagement using social media and influencer marketing. Current posts have low reach. Apply mobile social media strategies to enhance engagement.	10	CO3	BT3
16	A business wants to leverage voice search for mobile marketing. Competitors are already optimizing for voice queries. Analyze the benefits and suggest implementation strategies.	10	CO3	BT4

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	A company collects mobile user data but struggles to use it effectively. Campaigns lack personalization. Analyze the problem and suggest improvements using analytics tools.	10	CO4	BT4
18	A brand wants to track customer interactions across mobile campaigns. Current tracking is inconsistent. Apply analytics strategies to improve tracking and decision-making.	10	CO4	BT3

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	Social Media and Voice-Based Marketing A travel agency, WanderEase, aimed to increase bookings through mobile platforms. They focused on social media marketing via Instagram and Facebook but did not optimize content for mobile users. Their posts were lengthy and not visually engaging. Additionally, the company ignored voice search trends, even though many users searched for travel options using voice assistants like Google Assistant and Alexa. Competitors optimized their content for voice queries and used	15	CO3	BT4

	short-form videos and influencer collaborations to attract users. WanderEase also failed to integrate mobile-friendly booking options within social media platforms. The company is now planning to redesign its strategy by using voice search optimization, influencer marketing, and mobile-friendly content formats such as reels and stories. Questions: a) Analyze the gaps in WanderEase’s mobile social media and voice marketing strategy. (10 Marks) b) Examine how voice search optimization and influencer marketing can enhance mobile engagement. (5 Marks)			
20	Mobile Analytics and Customer Insights A fitness app, FitTrack, collects large amounts of user data, including clicks, session duration, and activity tracking. However, the company struggles to convert insights into actionable strategies. Despite having tools like Google Analytics and Firebase, the team lacks expertise in interpreting data. Campaigns are not optimized based on user behavior, and personalization is minimal. Competitors use predictive analytics and AI tools to offer personalized recommendations and improve retention. FitTrack plans to implement advanced analytics tools, segment users based on behavior, and use dashboards for real-time insights. Questions: a) Analyze the challenges faced by FitTrack in utilizing mobile analytics effectively. (10 Marks) b) Examine how advanced analytics and segmentation can improve decision-making and customer engagement. (5 Marks)	15	CO4	BT4