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Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: DBS2020 **Course Name:** Mobile and E Mail Marketing

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	90	90

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	List any two advantages of mobile marketing for a business.	2	CO1	BT2
2	Explain any two challenges faced by marketers while implementing mobile marketing campaigns.	2	CO1	BT2
3	Relate mobile user behaviour to the design of a mobile marketing campaign.	2	CO1	BT2
4	Classify Google Ads and social media advertisements according to their role in mobile advertising.	2	CO2	BT3
5	Identify two factors that can affect the effectiveness of an app's push notification campaign.	2	CO2	BT3

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain the significance, benefits and challenges of mobile marketing. Relate these aspects to the role of mobile marketing as a technique of digital marketing.	10	CO1	BT2
7	A food-delivery company observes that customers frequently browse restaurants on smartphones during short periods such as lunch breaks and evenings. Interpret this mobile user behaviour and develop a suitable mobile-first marketing approach for the company. Include suitable content, communication channels and engagement methods.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Apply appropriate mobile marketing metrics to assess the campaign. Calculate the click-through rate and conversion rate from clicks to purchases, and interpret what these figures indicate.	10	CO1	BT2
9	Plan a mobile-first strategy for the retailer. Organize your answer under website design, navigation, content, page speed, checkout and customer engagement.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

10	Compare Mobile SEO and App Store Optimization (ASO), and develop a basic optimization plan covering keywords, content, titles/descriptions, visuals, user reviews and technical/mobile usability factors.	10	CO2	BT3
11	Plan a geo-fencing campaign for the supermarket. Explain how the campaign would identify the target area, deliver the message and measure campaign effectiveness.	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Identify possible mobile UX problems and construct a set of improvements to make the application easier and faster to use.	10	CO2	BT3
13	Utilize mobile analytics to identify possible causes of low repeat purchases. Develop an in-app marketing plan using suitable personalization, recommendations and offers.	10	CO2	BT3