PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022

Course Code : MBA3030

Course Name : Mobile Marketing

Program : MBA

Date : 11-JAN-2024

Time : 10:00AM - 1:00 PM

Max Marks : 100

Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   10 X 3M = 30M

1. The mobile phone is almost always powered on and near to its owner. Define Mobile Marketing.

   (CO1) [Knowledge]

2. The total number of unique users/devices that are reached through any website content is a pull strategy. State the advantages of Pull Notifications through Mobile Advertisement.

   (CO1) [Knowledge]

3. To make life easy for consumers, marketers use automated voice call technology. Describe the uses of an IVR system in today's world.

   (CO2) [Knowledge]

4. We call the Internet as a disruptive technology and so smartphone adoption. State how to enhance the experience of customer's using their device capabilities.

   (CO2) [Knowledge]

5. Today's generation commonly used platform is social media. Identify are the world's most-used social platforms.

   (CO3) [Knowledge]

6. E-mail Marketing Providers (EMPs) templates gives your business a professional look. Point the differnet templates provided by an EMP.

   (CO3) [Knowledge]

7. Device manufactures install software on their phones will function. Recall the different operating functions and browsers on the device.

   (CO3) [Knowledge]

8. Mobile advertising analytics show you how your ads are performing and who's interacting with them. Identify the different types of Mobile Advertising metrics.

   (CO4) [Knowledge]

9. Mobile analytics captures data from mobile app and website visitors to identify unique users. Define Mobile Analytics.

(CO4) [Knowledge]

10. Mobile advertising refers to the practice of displaying advertisements on mobile devices. List the popular types of Mobile Advertisement.

(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **6 X 7M = 42M**

11. The user journey is a series of carefully planned steps outlining how you intend users to interact with your app. Explain the user journey and context with an example.

(CO1) [Comprehension]

12. The responsibility of the mobile marketer is to understand the total budget allotted, the cost involved, and how effectively they can design to make the campaign successful. Discuss the cost of a Mobile Marketing Plan before starting a campaign.

(CO2) [Comprehension]

13. A model of digital advertising where the advertiser pays a fee each time one of their ads is clicked. Explain the PPC Process.

(CO3) [Comprehension]

14. An App is a software designed to run on an mobile device or emulator. Explain the steps how to build an mobile application.

(CO3) [Comprehension]

15. Text messages are supported by most combinations of mobile phones and networks. Classify different types of SMS communications.

(CO4) [Comprehension]

16. AR users can control their presence in the real world; VR users are controlled by the system. Discuss the VR and AR for mobile marketing.

(CO4) [Comprehension]

17. **Case Study: FAW-Benteng and Tencent**
    Industry: Automotive
    Location: China
    Marketing objectives: Improve awareness and brand affinity to drive long-term car sales
    Their solution: A multi-channel social media campaign to engage with Chinese consumers via an emotive family-focussed video. The video communicated the concerns and challenges of many Chinese commuters working far away from home. The 'Bring Love Home' campaign associated the automotive brand with being a positive part of consumers' lives and helping them spend more time with their family. This was achieved using a core video on Tencent Video, editorial content on QQ.com and encouraging the sharing of a Bring Love Home badge on QQ Instant Messenger (the market-leading chat platform).
    Their results;
    ● drove 'Bring Love Home' into a top 10 search term during the campaign;
    ● 8 million video views;
    ● 18 million tweets and comments;
    ● 99 per cent positive sentiment in user-generated content;
    ● 20 per cent increase in brand awareness in target market.
    What's good about it?
    The target audiences for FAW-Benteng and the profile of Tencent social media platform users were well aligned. The campaign was centred around emotive video content that stimulated conversation and this was carried across the mobile social media user journey. This led to increased brand awareness and brand affinity via highly positive social engagement.
    Questions:
    1. Apply a similar strategy or solution for achieving FAW-Benteng and Tencent marketing objectives. (7 Marks)
    2. Interpret their results in future course of effective campaign to be used by the mobile marketers, according to you. (7 Marks)

    (CO3) [Application]

18. **Case Study: Flipkart – Amazon of India**
    E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka.
    The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.
    Questions:
    1. Apply the Flipkart success model in building the trust among Online customers using mobile advertising and secured mobile payments. (7 Marks)
    2. Interpret how a mobile analytics can be used to increase the market share and revenue of Flipkart. (7 Marks)

    (CO4) [Application]