PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023

Semester : Semester III - 2022   **Date :** 6-NOV-2023
Course Code : MBA3030   **Time :** 2:00PM - 3:30PM
Course Name : Sem III - MBA3030 - Mobile Marketing   **Max Marks :** 50
Program : MBA   **Weightage :** 25%

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   (5 X 2 = 10M)

1. What is the purpose of Mobile Marketing?

                                                        (CO1) [Knowledge]

2. Identify the 5 elements of Mobile Marketing.

                                                        (CO1) [Knowledge]

3. Define Local Intent.

                                                        (CO1) [Knowledge]

4. Identify the advantages of Push Notifications through Mobile Advertisement?

                                                        (CO2) [Knowledge]

5. Identify the advantages of Pull Notifications through Mobile Advertisement?

                                                        (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (3 X 6 = 18M)

6. Mobile marketing tools are digital marketing strategies that companies use to reach their target audience through a variety of channels. Explain the different types of Mobile Marketing Strategies.

                                                        (CO1) [Comprehension]

7. Before you decide on a digital marketing strategy, establish and document your short- and long-term goals. Outline the nine steps to build a digital marketing strategies.

                                                        (CO2) [Comprehension]

8. Marketing and communications are the cornerstones of any business marketing plan. Compare between Marketer-Initiated vs. Consumer-Initiated Communications.

                                                        (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   **(2 X 11 = 22M)**

9. *A user or customer journey, sometimes visualized as a journey map, is the path a person follows as they discover a product, service, or brand. Explain the stages of the user journey.*

(CO1) [Application]

10. Demonstrate how Mobile-Compatible is not Mobile-Optimized using an example.

(CO2) [Application]