

**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination, May, 2017

Program/course: BBA – Digital Marketing
Subject: Mobile & e-mail marketing
Code : BBCM 177
No. of page/s:5

Semester – IV
Max. Marks : 100
Duration : 3Hrs

Section A

Attempt all questions. Each carry equal marks

(20 x 1= 20 Marks)

1. Which ESP doesn't give free Automation?
 - a. Mailterlite
 - b. Mailchimp
 - c. Madmini
 - d. None of these

2. CAN-SPAM raise their eyebrows when
 - a. I do not provide a report spam button
 - b. I do not provide unsubscribe button
 - c. I do not have a SSL
 - d. I do have more than 3 Call to Action

3. AdWords do not give me the following data?
 - a. Search Volume on a Keyword
 - b. Bid price on a Keyword
 - c. Related Keywords
 - d. Position on a Keyword

4. What is the ideal situation for an Ad in terms of Google AdWords?
 - a. High Competition Low Bid Price
 - b. Low Competition High Bid Price
 - c. Low Competition Low Bid Price
 - d. High Competition High Bid Price

5. While creating a workflow which of the following is not true
 - a. I can add a segment of subscriber in a workflow.
 - b. I can add a delay
 - c. I cannot create a condition in case if someone open a specific link in my email
 - d. I cannot use multiple subscription list for a workflow

6. Which method in creating a Subscriber group is not appropriate?
 - a. Explicit
 - b. Opt-in
 - c. Social Media
 - d. Webworm

7. Which of the following statement isn't true
 - a. One AdWords account can have multiple account manager
 - b. One Ad can have Multiple Keywords
 - c. One Ad group can have one Ad
 - d. One Campaign can have multiple Ads

8. Cost per Impression for video is?
 - a. CPMV
 - b. CPV
 - c. CPM
 - d. CPVM

9. Where can app ads run?
 - a. Only on Ad mob
 - b. Only on the Google Play store
 - c. Within other apps, also known as in-app
 - d. Across Display, Search, and YouTube

10. App engagement doesn't allows you to target people who
 - a. Have used your app before
 - b. Have searched for your app
 - c. Have searched for apps similar to yours
 - d. Have never used your app before

One Word Answers

11. Each automation demands to create a new _____?

A.

12. Recommended Bid strategy when creating a mobile installation Ad?

A.

13. Name an ESP apart from Mailerlite to do free Automation?

A.

14. What is the formula to calculate interaction rate?

A.

15. To run my app ad on display, search and Google play store I need to _____ campaign.

A.

16. What option do I select to allow Google to raise my bid up to 30%?

A.

17. What is the range of keywords that can be associated with an Ad?

A.

18. What information is not mandatory when sending an email?

A.

19. SSL stands for?

A.

20. What is the email spam law of India?

A.

Section B

Attempt all questions. Each carry equal marks

(5 x 4= 20 Marks)

1. Define and explain the structure of Digital Marketing?
2. Explain different types of Bidding Strategies involved in AdWords?
3. What are the needs of an ESP, explain all. Describe ESP complete steps.
4. Explain different types of Mobile Marketing and give differences between them.

Section C

Attempt any two. Each carry equal marks

(2 x15= 30 Marks)

1. Define Automation in Email? Explain the automation process in detail using diagram.
2. Three companies A, B and C are willing to run a campaign on various platforms to encourage people to install their application on their cellular devices. They bid on similar Keyword set with a bid amount of Rs.100. Study the below value carefully and calculate the missing details and come with the following answers:
 - a) Which company acquires the 1st position in Google ads amongst the 3?
 - b) What is the actual amount last company has to pay per click?
 - c) What are the estimated results for each company?
 - d) How can we lower the conversion cost?

Advertiser	CPC	Q.S	Ad Rank	Ad Position	Interaction	Impr	CTR	Avg.CPC	Cost	CPA
A	?	5	?	?	50	175	?	?	3000	?
B	50	8	?	?	?	200	?	?	2000	?
C	50	6	?	?	?	180	?	?	2500	?

3. What is CAN-SPAM act 2003? Why this law was created? List and explain 5 major laws that need to be followed in email marketing. Explain the following considering ideal email marketing condition: SPF, SSL, Server IP, Opt-out constraints, Blacklist, email life cycle.

Section D

Answer the following question.

(30 Marks)

1. Explain the complete process of creating an AdWords account and running various mobile campaigns to achieve the business objective.

OR

Explain the complete process of Email Marketing. Including pre-launch activities, compliance, post launch activities using an ESP with complete process and options.