



# AJEENKYA

## D Y PATIL UNIVERSITY

### End Term Examinations (December 2018)

**School: School of Management**

**Course: Mobile and Email Marketing**

**Semester: Semester III**

**Max Marks: 40**

**Program: MBA (DM&EC)**

**Course Code: MGT 625**

**Duration (Mins): 90 Mins.**

**Note:-** Figures to the right indicates marks allotted to each question.

1. Mobile-compatible is not Mobile-optimized. What do you understand by this statement? Discuss citing relevant examples. (5 Marks)
2. Define Mobile Marketing. How marketing strategies has taken a turnaround due to the presence of mobile phone? (6 Marks)

OR

Develop a Marketing Information System for a Smartphone marketing. Discuss the trends of Mobile and Email Marketing among the youth with the help of suitable examples.

3. Write Short Notes on any 3 of the following:- (9 Marks)
  - i) Q R Code
  - ii) Benchmarking marketing activity
  - iii) User Journey for B2B consumers
  - iv) Marketing Automation
4. What do you mean by 'The death of in-store retail'? How can mobile marketing be the savior of retail? Discuss various mobile technologies and their applications in retail. (10 Marks)
5. What do you understand by email marketing? Why it is essential to build an email marketing strategy? Discuss the relevance of using various email marketing strategy and how these are useful for a business? (10 Marks)

\*\*\*\*\*BEST OF LUCK\*\*\*\*\*