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Test Series

Self-Made Assignment - Digital Marketing

Email Marketing

Q1. Multiple Choice Questions

Email marketing means:

- Sending SMS
- Sending emails to promote products
- Calling customers
- Newspaper ads

Which email is sent after creating an account?

- Newsletter
- Welcome Email
- Survey Email
- Transactional Email

Q2. Fill in the Blanks

- Email marketing is a _____ cost method.
- Emails go directly to the customer's _____.
- Companies must take _____ before sending emails.

Q3. Identify the Type of Email

- Flipkart sends "Big Billion Days Sale" → _____
- Zomato sends order confirmation → _____
- Myntra sends signup discount → _____

Q4. Write a Promotional Email

- Company: Amazon India
- Create a short email for a festival sale:
- Subject line
- Offer
- Call-to-action

Q5. Customer Segmentation

Company: Byju's

Divide customers into 3 groups and mention:

- Who they are
- What type of email they should receive

Q6. Short Answer

- Why do people ignore marketing emails?
- Give any 2 reasons
- Give any 2 improvements

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Q7. Email Campaign Design

- Company: Meesho
- Create a mini email campaign:
- Target audience
- 2 types of emails
- 2 subject lines

Q8. Abandoned Cart Strategy

- A customer adds items but does not buy. Write:
- 1 reminder email subject
- 1 follow-up email subject
- 1 final offer message

Q9. Calculate Performance

Emails sent = 5,000
Opened = 1,000
Clicked = 200
Purchased = 50

Find:

Open Rate =?
Click Rate =?
Conversion Rate =?

Q10. Practical Activity

Choose any one platform like Amazon or Zomato and observe an email you received.

Answer the following:

- What type of email is it?
- What is the subject line?
- Why did you open it?
- What made it interesting?

Q11. Creative Thinking

Complete the sentence:

“If I were a marketer, I would...”

(Write any 3 ideas)

Q12. Conclusion

Write a short conclusion (4-5 lines) on email marketing.



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