

Course
&
Test Series

Self-Made Assignment - Digital Marketing

Design and Content of E - Mail Marketing

Q1. Multiple Choice Questions

What does Email Design mainly refer to?

- Only writing long paragraphs in emails
- The look and structure of the email
- Sending emails without images
- Writing only promotional offers

Why is mobile-friendly email design important in India?

- Most people read emails on desktop computers
- Most users check emails on mobile phones
- Emails cannot be opened on laptops
- Mobile phones cannot open images

Q2. Fill in the Blanks

- A good email layout should start with the _____ at the top.
- The _____ line is the first thing a user sees before opening an email.

Q3. Short Answer

- Write any two features of a good email design.
- Why should emails be short and simple? (2 points)

Q4. Personalization Example

- Write one example of a normal email
- Write one example of a personalized email

Q5. Identify the Email Strategy

- Myntra uses urgent subject lines → What strategy is this? _____
- Zomato uses "Order Now" button → What type of element is this?

Q6. Explain (3-4 lines each)

- Why is CTA important in email marketing?
- What is the importance of mobile-friendly design in modern marketing?

Q7. Case-Based Question

- A company sends long emails with no images and no CTA.
- What are the problems with this email?
- Suggest 2 improvements.

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 NTSE

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 Central Govt. Service

 State Govt. Services

 LAW Entrance

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Q8. Real-Life Observation (Observe a real email)

- Company: _____
- Subject Line: _____
- Design Type: Simple / Colorful / Image-heavy
- CTA Used: _____
- Your Opinion: _____
- Improvement Suggestion: _____

Q9. Design Your Own Email

- Logo: _____
- Headline: _____
- Offer: _____
- CTA Button Text: _____

Q10. Subject Line Writing (Creative Task)

- Festival Sale: _____
- Limited-Time Offer: _____

Q11. Best Practices (Smart Thinking)

Write 2-3 best practices for email marketing design:

Q12. Bonus (Extra Creativity for Marks)

Write one line on how your email attracts customers using psychology.

Q13. Short Conclusion (4-5 lines)

Write why design and content are important in email marketing.a