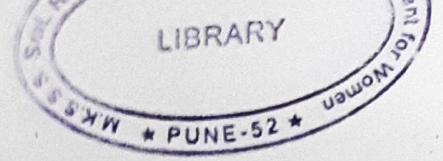


Total No. of Questions : 5]

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SEAT No. :

[Total No. Of Pages : 2



[6118]-69

M.B.A.

403 - MKT - SC - MKT - 05 - MARKETING 4.0

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) Answer any five questions out of the following (2 marks each): [5 × 2 = 10]

- a) Define BAR
- b) Winning companies and brands are those that do not leave the _____ to chance.
i) WOW moment ii) Content iii) Success iv) Delight.
- c) Memorize the definition of 'funnel industry archetype'
- d) State the meaning of Digital anthropology as discussed in marketing 4.0
- e) Recall the meaning of 'Traditional Marketing'.
- f) Define Webrooming as a trend in marketing 4.0.
- g) State 'Netnography' as defined in marketing 4.0.
- h) Recall the meaning of the term 'co-creation'.

Q2) Attempt any Two of the following :

[10]

- a) Compare and contrast 'vertical to horizontal shift in doing business.
- b) In an increasingly high tech world high tech interaction is becoming new differentiation. Discuss online interaction versus offline interaction.
- c) Elaborate the concept of 'Reverse Innovation'.

P.T.O.

Q3) Answer any One of the following :

[10]

- a) Archetypes are central to positioning your company & products in a unique & distinctive way. Discuss the consumer behaviour and industry characteristics exhibited by 'Door Knob' archetype with example.
- b) When brands want to influence customers as friends without overpowering them they must possess the six human attributes? Discuss the attributes of human centric brands with suitable example.

Q4) Answer any One of the following :

[10]

- a) 'Netizens are the internet savvy potential brand ambassadors' they are highly influential: Elaborate on role of netizens in digital subcultures.
- b) 'Content marketing is focussed on driving profitable customer action' Describe the stages in developing content marketing program.

Q5) Develop strategies to create WOW moments with customer engagement as discussed in marketing 4.0 for any one of the following

[10]

- a) Car-at showroom like 'Maruti show room'.
- OR
- b) Online real estate portals like 'Magicbricks'.



July 23

Total No. of Questions : 5]

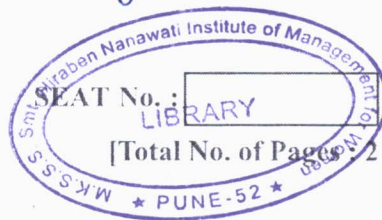
P-3900

[6025]-77

M.B.A.

(403-MKT) SC-MKT-05 : Marketing 4.0

(2019 Pattern) (Semester - IV)



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer any 5 questions out of the following 2 marks each. [5 × 2 = 10]

- a) Define PAR
- b) _____ are considered the new segments in today's digital era.
 - i) People
 - ii) Society
 - iii) Communities
 - iv) Social media
- c) Define Gold Fish Industry archetype
- d) Recall Social Listening.
- e) Define Brand Advocacy.
- f) State the concept of Show rooming.
- g) Define Brand affinity.
- h) Define Omnichannel Marketing

Q2) Answer any 2 out of 3 questions. (5 marks each) [2 × 5 = 10]

- a) Compare and contrast individual purchase decisions to social purchase decisions.
- b) "Though connectivity is a major game changer in marketing, distracted customer is a new challenge". Explain the statement.
- c) In the context of advocacy, connectivity allows customers to express opinions that others may listen to elaborate the above argument.

P.T.O.

Q3) Answer any 1 out 2 questions (10 marks each) **[1 × 10 = 10]**

- a) Explain specific customer behaviour and industry characteristics seen in 'Door Khob' industry archetype along with suitable example.
- b) Marketers need to embrace the power of human centric marketing even more. Explain the six attributes of human centric brands with examples.

Q4) Answer any one out of the following (10 marks each) **[1 × 10 = 10]**

- a) 'Youth are trend setters and early adopters'. Elaborate on role of youth in digital subcultures.
- b) Explain the step by step process of content marketing for creation of brand curiosity through an appropriate example.

Q5) Develop customer engagement strategies to create WOW moments with special reference to any one of the industry/brand listed below. **[10]**

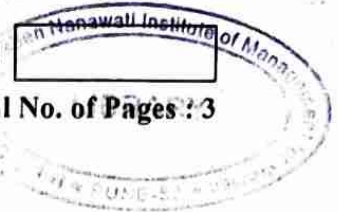
- a) Retail chains like CHROMA/D'Mart
- b) Online job portals.



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Total No. of Questions : 5]

SEAT No. :



[Total No. of Pages : 3

P6904

[5860]-407

M.B.A. (Semester - IV)

(403 - MKT) SC MKT - 05 : MARKETING 4.0

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer any 5 out of the following 8 (2 marks each) : [10]

- a) The online and offline businesses, though compete against each other, will _____ to deliver the best customer experience.
 - i) Coexist
 - ii) Conflict
 - iii) Collude
 - iv) Conspire
- b) In Marketing 4.0 BAR stands for _____.
 - i) Brand Auction Ratio
 - ii) Brand Action Ratio
 - iii) Brand Advocacy Ratio
 - iv) Brand Activation Ratio
- c) In Marketing 4.0, power shifts to the connected customers from individual to _____.
 - i) social
 - ii) group
 - iii) collective
 - iv) rational
- d) Common paid media channels of content distribution include all except _____.
 - i) search engine listing
 - ii) paid social media
 - iii) mobile advertising
 - iv) customer reviews & testimonials

P.T.O.

- e) _____ is not one of the best ways to promote a business using social media.
- i) choosing the right tone ii) working with a plan
 - iii) deleting negative comments iv) using relevant hashtags
- f) _____ are considered the new segments in today's Digital era.
- i) people ii) society
 - iii) communities iv) social media
- g) Winning companies & brands are those that do not leave the _____ to chance.
- i) Wow moment ii) Content
 - iii) Delight iv) Success
- h) The O zone indicates _____, _____ & _____ influences.
- i) other, outer, own ii) own, outer, other
 - iii) own, other, outer iv) outer, own & other

Q2) Answer any 2 out of 3 questions (5 marks each) :

[10]

- a) Compare & contrast informed customers vs distracted customers.
- b) Describe how the shift from exclusive to inclusive has taken place in the Indian context.
- c) Explain the transformation from 4Ps to 4Cs.

Q3) Answer any 1 out of 2 questions (10 marks each) :

[10]

- a) 'We are experiencing the rise of Omni - channel Marketing'. Discuss the steps followed in using omni-channel marketing.

OR

- b) India has transformed from traditional to digital market. Elaborate the statement with the help of relevant examples.

Q4) a) "Screens are becoming so important in our lives." Assess the statement in context of penetration of internet connectivity. **[10]**

OR

b) "Hashtag is the New Tagline". Appraise this statement in context to any real - world product/service/brand of your choice.

Q5) Answer any 1 out of the following (10 marks each) : **[10]**

a) For increased probability of getting advocacy, marketers should place their bets on youth, women & netizens (YWN). Critically evaluate the statement.

OR

b) 'Develop strategies to create WOW! Moments with customer engagement as discussed in Marketing 4.0,' with special reference to cab aggregators like ola,uber.

□□□