

Total No. of Questions : 5]

PD2728

SEAT No. : LIBRARY

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[6430]-77

M.B.A. - II

403 MKT SC-MKT-05 : MARKETING 4.0

(Revised 2019 Pattern) (Semester -IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[5×2=10]

- a) What are market archetypes?
- b) What is the paradox of marketing?
- c) State any 2 attributes of Human-Centric Brands.
- d) Explain the term PAR?
- e) Explain the term CRM?
- f) What are the three main components of digital economy?
- g) Recall the concept Social Listening.
- h) Define the term Brand Advocacy?

Q2) Solve any two.

[2×5=10]

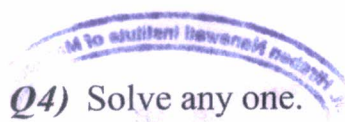
- a) Describe the process of content marketing in details.
- b) How did we go from marketing 1.0 to marketing 4.0 explain in details.
- c) Compare and contrast informed customers Vs. distracted customers.

Q3) Solve any one.

[1×10=10]

- a) In Marketing 4.0 how do digital technological advancements affect marketing activities.
- b) Discuss the consumers behaviour and industry characteristics exhibited by 'Door Knob' archetype with example.

P.T.O.

 Q4) Solve any one.

[1×10=10]

- a) How can your business acquire greater mind share by leveraging youth's roles by early adopters and trendsetters? Explain in details?
- b) Explain with suitable example the term "Breaking the Myths of Connectivity".

Q5) Solve any one.

[1×10=10]

- a) How can your Business trigger favourable customer conversation in order to drive awareness without increasing the marketing budget significantly?
- b) Explain about how consumers are getting enhancing Digital experience with mobile apps of Digital payment.

Total No. of Questions : 5]

**PB4507**

SEAT No. :

[Total No. of Pages : 2

**[6201]-407**

**S.Y. M.B.A.**

**403-MKT-SC-MKT-05 : MARKETING 4.0**

**(Revised 2019 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each questions carries 10 marks.*
- 3) *Figures to the right indicate full marks.*

**Q1) Answer any five.**

**[5×2=10]**

- a) What are the challenges of digital transformation.
- b) What is omni-channel branding?
- c) Explain the term PAR?
- d) Name any 2 technologies that drive digital economy.
- e) Define brand advocacy.
- f) What are best practices in marketing.
- g) State any two attributes of Human-centric Brands.
- h) Define gold fish industry archetype.

**Q2) Solve any two.**

**[2×5=10]**

- a) What is UI and UX and how its impacts the market? Explain in details
- b) Explain the term Hashtag in details.
- c) Explain the pros and cons of traditional marketing.

**PTO.**



Q3) Solve any one.

[1×10=10]

- a) Explain in brief with suitable example “combining online and offline interactions”.
- b) Explain the three types of connectivities as referred in Marketing 4.0

Q4) Solve any one.

[1×10=10]

- a) Discuss the attributes of human centric brands with suitable example.
- b) How can your brand develop a powerful differentiation based on Human-to-human touch in the digital world.

Q5) Solve any one.

[1×10=10]

- a) Describe in details the step by step omni channel marketing.
- b) Develop strategies to create WOW! moments with customer engagement as discussed in marketing 4.0, with special reference to music streaming apps like spotify or Gana