

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