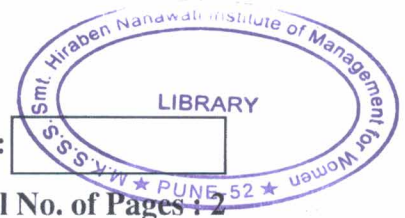


Total No. of Questions : 5]

PE-12152

SEAT No. :

[Total No. of Pages : 2



[6551]-876

M.B.A.

MKT 618 MJ : MARKETING 5.0
(2024 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all Questions.*
- 2) *Make suitable Assumptions wherever necessary.*
- 3) *All questions carry Equal marks.*

Q1) Solve any five of the following :

[10]

- a) Define “Human-Like Technology”.
- b) Memorise the meaning of “Customer Journey Mapping”/
- c) Recall the term “Segments of One”
- d) Define “Contextual Marketing”.
- e) Memorise the meaning of “Predictive Analytics”.
- f) Recall the term “Virtual Reality Marketing”.
- g) Write two challenges faced in implementing Marketing 5.0 in India.
- h) Recall the meaning of “Digital Divide”?

Q2) Solve any two of the following :

[10]

- a) Illustrate how companies can market effectively to multiple generations (Boomers-Alpha) using AI-based personalization.
- b) Discuss the Opportunities of digitalisation with examples.
- c) Describe how technology influences human-centered marketing.

P.T.O.

Q3) a) Examine 'Customer Experience (CX) roadmap' for a Travel Booking Portal integrating AI, machine learning and human touchpoints. **[10]**

OR

b) Identify how 'AI-Powered Chatbots and Machine Learning' enhance 'Digital Customer Experience's for Social Networking Sites. **[10]**

Q4) a) Appraise a 'Predictive Marketing Model' for a Chinese smartphone brand for its upcoming smartphone launch. **[10]**

OR

b) Analyse how 'Predictive Analytics' can help an 'Online Food Delivery App' manage delivery operations and customer engagement during peak periods. **[10]**

Q5) a) Develop an 'Augmented Marketing' campaign using Virtual Reality for a Chain of Hotels in India to create an immersive brand experience for its customers. **[10]**

OR

b) Propose 'Agile Marketing' strategies for a Product launch campaign by a Two-Wheeler company to Leverage real-time trends and social media insights in campaign execution. **[10]**
