

Oct/Nov -2022

Total No. of Questions : 5]

SEAT No. :

PA-3725

[Total No. of Pages : 3

[5946]-407

M.B.A.

403 (MKT) : MARKETING 4.0

(2019 Pattern) (Semester - IV) (SC-MKT-05)



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) Microsoft originally acquired skype for \$ 8.5 billions back in 2011 as it was difficult to nurture innovation exclusively within their organization to a far extent indicates _____ shift.
 - i) Inclusive to Exclusive
 - ii) Exclusive to Inclusive
 - iii) Exclusive to Vertical
 - iv) Vertical to Inclusive
- b) In the era of Marketing 4.0, the power shift also influences people and the power lies not with individuals but with _____.
 - i) Government
 - ii) Social groups
 - iii) Media
 - iv) Corporate
- c) The “Rs. 1 donated by us to educate children” written at the back of every ‘Classmate’ notebook by ITC Ltd is an eg. of brand _____.
 - i) Personality
 - ii) Emotionality
 - iii) Morality
 - iv) Intellectuality

P.T.O.



- d) _____ measures how good companies convert people who are aware of them into purchase action.
- Purchase Action Ratio
 - Product Action Ratio
 - Purpose Action Ratio
 - Perfect Action Ratio
- e) _____ influence comes from the brand and advertising marketing communication, sales force & customer service staff.
- Outer
 - Own
 - Other
 - Astral
- f) _____ who recommend the brand _____ : who are neutral _____ : who are unlikely to recommend the brand.
- Promoters, passives, detractors
 - Detractors, promoters, passives
 - Passives, promoters, detractors
 - Promoters, detractors, passives
- g) YWN stands for _____.
- Youth Women Network
 - Youth Women Netizen
 - Young Women Netizen
 - Young Women Network
- h) 'Chotukool' is a portable and mobile cooling system that consumes half the power of traditional refrigerators is a classical example of _____.
- Social inclusivity
 - Social exclusivity
 - Social collectivity
 - Social connectivity

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

- a) Compare and contrast 'Negative Advocacy Vs Positive Advocacy'.
- b) Assess the importance of omnichannel marketing.
- c) Research across industries shows that most customers believe more in the F factors. Enlist & elaborate those Five Fs.

Q3) Answer any one question out of the following : [1 × 10 = 10]

- a) Explain the three types of connectivities as referred in Marketing. 4.0.
- b) "Women are the key to win market share in digital economy". Illustrate the statement.

Q4) Answer any one out of the following : [1 × 10 = 10]

- a) "Hashtag is the new tagline". Appraise this statement in the context of any product/service/brand of your choice.

OR

- b) Elaborate how marketers create brand differentiation based on human touch.

Q5) Develop strategies to create WOW moments with customer engagement as discussed in marketing 4.0 for any one of the following : [1 × 10 = 10]

- a) Travel booking portals/apps like Make My trip/Goibibo.

OR

- b) Music streaming apps like spotify or Gana.


