

Total No. of Questions : 5]

SEAT No. :

P-3900

[Total No. of Pages : 2

[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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