[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] 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. 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	Total No. of Questions : 5]		of Questions : 5]	EAT No. :	
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	Q2)				
a) Compare and contrast individual purchase decisions to social purchase decisions.		a)		sions to social purchase	
b) "Though connectivity is a major game changer in marketing, distracted	(h		in marketing distracted	
customer is a new challenge". Explain the statement.		U)			

In the context of advacacy, connectivity allows customers to express opinions that othen may listen to elaborate the above argument.

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- Q3) Answer any 1 out 2 questions (10 marks each) $[1 \times 10 = 10]$
 - Explain specific customer behaviour and industry characteristics seen in 'Door Khob' industry archetype along with suitable example.
 - Marketers need to embrace the power of human centric marketing even b) more. Explain the six attributes of human centric brands with examples.
- Q4) Answer any one out of the following (10 marks each) $[1 \times 10 = 10]$
 - 'Youth are trend setlers and early adopters'. Elaborate on role of youth in digital subcultures.
 - Explain the step by step process of content marketing for creation of b) brand curiosity through an appropriate example.
- Q5) Develop customer engagement strategies to creat WOW moments with special reference to any one of the industry/brand listed below. [10]
 - Retail chains like CHROMA/D'Mart a)
 - b) Online job portals.

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