

Total No. of Questions : 5]

SEAT No. :

**PB-2156**

[Total No. of Pages : 2

**[62011]-4007**

**M.B.A.**

**SC - MKT - 05 (403 MKT) : 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) Solve any Five :**

**[5 × 2 = 10]**

- a) Why Omni channel marketing is important?
- b) What is brand Affinity marketing?
- c) What is content marketing strategy?
- d) What do you mean by PAR and BAR?
- e) What is Marketing 4.0?
- f) What is Industry Archetypes?
- g) Give any three influential digital subcultures?
- h) What is brand-centric strategy?

**Q2) Solve any two :**

**[2 × 5 = 10]**

- a) Explain the evolution of Marketing 4.0.
- b) Explain the characteristics of consumer 4.0.
- c) Will digital marketing replace the traditional marketing?

**Q3) Solve any one :**

**[1 × 10 = 10]**

- a) Business must organise for compelling customer experience by applying effective contextual marketing comment.
- b) Explain about the Negative Advocacy, Positive Advocacy and Prompted Advocacy.

**P.T.O.**

**Q4) Solve any one :**

**[1 × 10 = 10]**

- a) How social CRM and Mobile Apps are supporting organisations to engage the customers?
- b) What are the benefits of Gamification in Digital Marketing?

**Q5) Solve any one :**

**[1 × 10 = 10]**

- a) How brands can adopt the Human Qualities to attract more customers in Human Centric era of Marketing 4.0?
- b) In the era of the digital society is there still scope for traditional marketing? Comment with details.

