

Total No. of Questions : 5]

SEAT No. :

P6904

[Total No. of Pages : 3

[5860]-407

M.B.A. (Semester - IV)

(403 - MKT) SC MKT - 05 : MARKETING 4.0

(2019 Pattern)

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 out of the following 8 (2 marks each) : [10]

- a) The online and offline businesses, though compete against each other, will _____ to deliver the best customer experience.
 - i) Coexist
 - ii) Conflict
 - iii) Collude
 - iv) Conspire
- b) In Marketing 4.0 BAR stands for _____.
 - i) Brand Auction Ratio
 - ii) Brand Action Ratio
 - iii) Brand Advocacy Ratio
 - iv) Brand Activation Ratio
- c) In Marketing 4.0, power shifts to the connected customers from individual to _____.
 - i) social
 - ii) group
 - iii) collective
 - iv) rational
- d) Common paid media channels of content distribution include all except _____.
 - i) search engine listing
 - ii) paid social media
 - iii) mobile advertising
 - iv) customer reviews & testimonials

P.T.O.

- e) _____ is not one of the best ways to promote a business using social media.
- i) choosing the right tone
 - ii) working with a plan
 - iii) deleting negative comments
 - iv) using relevant hashtags
- f) _____ are considered the new segments in today's Digital era.
- i) people
 - ii) society
 - iii) communities
 - iv) social media
- g) Winning companies & brands are those that do not leave the _____ to chance.
- i) Wow moment
 - ii) Content
 - iii) Delight
 - iv) Success
- h) The O zone indicates _____, _____ & _____ influences.
- i) other, outer, own
 - ii) own, outer, other
 - iii) own, other, outer
 - iv) outer, own & other

Q2) Answer any 2 out of 3 questions (5 marks each) :

[10]

- a) Compare & contrast informed customers vs distracted customers.
- b) Describe how the shift from exclusive to inclusive has taken place in the Indian context.
- c) Explain the transformation from 4Ps to 4Cs.

Q3) Answer any 1 out of 2 questions (10 marks each) :

[10]

- a) 'We are experiencing the rise of Omni - channel Marketing'. Discuss the steps followed in using omni-channel marketing.

OR

- b) India has transformed from traditional to digital market. Elaborate the statement with the help of relevant examples.

Q4) a) "Screens are becoming so important in our lives." Assess the statement in context of penetration of internet connectivity. **[10]**

OR

b) "Hashtag is the New Tagline". Appraise this statement in context to any real - world product/service/brand of your choice.

Q5) Answer any 1 out of the following (10 marks each) : **[10]**

a) For increased probability of getting advocacy, marketers should place their bets on youth, women & netizens (YWN). Critically evaluate the statement.

OR

b) 'Develop strategies to create WOW! Moments with customer engagement as discussed in Marketing 4.0,' with special reference to cab aggregators like ola,uber.

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