

Total No. of Questions : 5]

SEAT No. :

P-7973

[Total No. Of Pages : 2

[6118]-69

M.B.A.

403 - MKT - SC -MKT - 05 - MARKETING 4.0

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) Answer any five questions out of the following (2 marks each): [5 × 2 = 10]

- Define BAR
- Winning companies and brands are those that do not leave the _____ to chance.
 - WOW moment
 - Content
 - Success
 - Delight.
- Memorize the definition of 'funnel industry archetype'
- State the meaning of Digital anthropology as discussed in marketing 4.0
- Recall the meaning of 'Traditional Marketing'.
- Define Webrooming as a trend in marketing 4.0.
- State 'Netnography' as defined in marketing 4.0.
- Recall the meaning of the term 'co-creation'.

Q2) Attempt any Two of the following :

[10]

- Compare and contrast 'vertical to horizontal shift in doing business.
- In an increasingly high tech world high tech interaction is becoming new differentiation. Discuss online interaction versus offline interaction.
- Elaborate the concept of 'Reverse Innovation'.

P.T.O.

Q3) Answer any One of the following : [10]

- a) Archetypes are central to positioning your company & products in a unique & distinctive way. Discuss the consumer behaviour and industry characteristics exhibited by 'Door Knob' archetype with example.
- b) When brands want to influence customers as friends without over powering them they must possess the six human attributes? Discuss the attributes of human centric brands with suitable example.

Q4) Answer any One of the following : [10]

- a) 'Netizens are the internet savvy potential brand ambassadors' they are highly influential: Elaborate on role of netizens in digital subcultures.
- b) 'Content marketing is focussed on driving profitable customer action' Describe the stages in developing content marketing program.

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

- a) Car-at showroom like 'Maruti show room'.

OR

- b) Online real estate portals like 'Magicbricks'.

