

Total No. of Questions : 5]

SEAT No. :

**PD2728**

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**M.B.A. - II**

**403 MKT SC-MKT-05 : MARKETING 4.0**

**(Revised 2019 Pattern) (Semester -IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

**Instructions to the candidates:**

- 1) All questions are compulsory.
- 2) Figures to the right indicates full marks.

**Q1) Solve any five.**

**[5×2=10]**

- a) What are market archetypes?
- b) What is the paradox of marketing?
- c) State any 2 attributes of Human-Centric Brands.
- d) Explain the term PAR?
- e) Explain the term CRM?
- f) What are the three main components of digital economy?
- g) Recall the concept Social Listening.
- h) Define the term Brand Advocacy?

**Q2) Solve any two.**

**[2×5=10]**

- a) Describe the process of content marketing in details.
- b) How did we go from marketing 1.0 to marketing 4.0 explain in details.
- c) Compare and contrast informed customers Vs. distracted customers.

**Q3) Solve any one.**

**[1×10=10]**

- a) In Marketing 4.0 how do digital technological advancements affect marketing activities.
- b) Discuss the consumers behaviour and industry characteristics exhibited by 'Door Knob' archetype with example.

**P.T.O.**

**Q4) Solve any one.**

**[1×10=10]**

- a) How can your business acquire greater mind share by leveraging youth's roles by early adopters and trendsetters? Explain in details?
- b) Explain with suitable example the term "Breaking the Myths of Connectivity".

**Q5) Solve any one.**

**[1×10=10]**

- a) How can your Business trigger favourable customer conversation in order to drive awareness without increasing the marketing budget significantly?
- b) Explain about how consumers are getting enhancing Digital experience with mobile apps of Digital payment.

