403 – Marketing 4.0 (2019 Pattern)

Question Bank

UNIT-I: Introduction to Marketing 4.0

Sr. No.	Question Type	Question	Marks
1	Remembering	**Q.1** Define 'Global Village'	2
		Q.2. What is the new business environment domain	
		Q.3 Enlist the three factors involved in consumer connectivity	
		Q.4 What are brick & mortar stores? Give at least 5 examples.	
		Q.5 Define customer co-creation	
		Q.6 Enlist various channels involved in multichannel marketing	
		Q.7 Enumerate the 5 A's	
		Q.8 Enlist at least four types of conversions.	
		Q.9 Describe the transition from individual to social approach.	
		Q.10 Explain user experience anthropology	
		Q.11 Mention at least two examples of reverse innovation in Indian automobile industry	
		Q.12 Enlist common CRO tools & techniques	
		Q.13 Enumerate the 'Net Promoter Score'	
		Q.14 Identify two brands which have participated in the power shift from exclusive to inclusive, and have made corrective changes to their marketing strategy, in healthcare industry.	
		Q.15 Describe the concept of industrial synergizing.	

		Q.16 In the era of Marketing 4.0, the power shifts also influences people and the power lies not with individuals but _____
		  i. Social Groups
		  ii. Government
		  iii. Media
		  iv. Corporate	

		Q.17 Today, _____ are the new segments
		  i. Customers
		  ii. Competitors
		  iii. Communities
		  iv. Companies	

Q.18 Moving towards marketing 4.0 requires balancing our use of _____ with human contact to strengthen customer engagement
  i.   Machines
  ii.   Competitors
  iii. Devices
  iv. (i) & (iii) of above

Q.19 _____ is a marketing approach that combines online & offline interaction between companies & customers
  i.   Marketing 2.0
  ii.   Marketing 4.0
  iii. Marketing 3.0
  iv. Marketing 1.0

Q.20 The life course perspective or life course theory (LCT) is a multi-disciplinary approach to understand the _____ health of individuals
  i.   Mental
  ii.   Physical
  iii. Social
  iv. All of above

2	Understanding	**Q.1** Match the following paradoxes	5

	Characteristics		Paradoxes
1	Connected consumers are independent	A	Yet discriminating
2	Connected customers are idealistic	B	Yet highly hands 'on
3	Connected customers are digitally primed	C	Yet are all too human
4	Connected customers feel like Gods,	D	Yet interconnected

	Q.2 Discuss the paradoxes of marketing the connected customers.	
	Q.3 Explain about various myths of connectivity	
	Q.4 Explain about negative advocacy, positive advocacy and prompted advocacy	
	Q.5 Discuss the influential digital subcultures	

3	Applying	**Q.1** Illustrate 5 Myths of connectivity. Give relevant examples	10
		Q.2 Narrate with examples the vital role played by different external factors which are responsible for brand conversion.	
		Q.3 Demonstrate – How can your business acquire greater mind share by leveraging youth's role of early adopters & trendsetters.	
		Q.4 Recommend the ways for an entrepreneur to utilize UX Optimization for startup which deals with clothing & apparel.	
		Q.5 Discuss with examples the shift from exclusive to inclusive, social communities & reverse innovation	

4	Analyzing	**Q.1** Distinguish between informed vs distracted customer.	10
		Q.2 Explain how can your business identify & utilize Netizens to win greater heart share	
		Q.3 Explain how would reverse innovation benefit India	
		Q.4 Point out the latest trends in Electric vehicle industry that demonstrate the shifts toward a more horizontal, inclusive, and social business landscape	
		Q.5 Comment on how a marketer can embrace power shifts in the marketplace	
5	Evaluating	**Q.1** "As the world population ages over time, digital natives will become the majority & connectivity eventually will become the new normal." Defend this by citing the importance of social media in current times.	10
		Q.2 "The startup ecosystem in India has grown multifold since 2015" Evaluate how lowering entry barriers have contributed in this growth.	
		Q.3 Evaluate women's role as a 'Gatekeeper'. Appraise how brands can utilize this to achieve market share.	
		Q.4 Evaluate the factors which influence customer alienation & sabotage behavior. Identify the reasons & as a marketer, recommend ways of prevention.	
6	Creating	**Q.1** Create a marketing model using the digital subcultures for a home based baker. Plan a strategy to achieve a 'WOW experience' for the customers.	10

UNIT-II: Marketing 4.0 in the Digital Economy

Sr. No.	Question Type	Question	Marks
1	Remembering	**Q1**. Define Marketing 4.0	**2**
		Q2. Describe the process of segmenting & targeting of customers	
		Q3. Enlist examples of permission marketing & its relevance to customer community confirmation	
		Q4. Define brand positioning.	
		Q5. Describe the 4 P's of selling	
		Q6. Enlist the 4 C's	
		Q7. Name 4 CRM software's	
		Q8. List 5 digital marketing platforms	
		Q9. State the importance of a customer in selling	
		Q10. Define a customer & a consumer	
		Q11. Recognize traditional marketing techniques	
		Q12. Examine the challenges in transport & logistics	
		Q13. Locate IT hubs in India	
		Q14. State the challenges in electronic commerce (e-commerce)	
		Q15. Describe B2B model of business	
		Q16. Describe B2C model of business	
		Q17. Describe C2C model	
		Q18. Define cloud computing	

		Q19. Identify brand codes of a product	
		Q20. Describe the process of branding	
2	**Understanding**	**Q1**. Explain key elements of branding	**5**
		Q2. Discuss brand consistency. Give 3 examples of Indian brands.	
		Q3. Compare human interaction in digital era with e-commerce	
		Q4. Discuss competition in digital era	
		Q5. Discuss customer loyalty in digital world	
3	**Applying**	**Q1**. Illustrate importance of designs in brand codes. Relate how brand language scores are calculated.	10
		Q2. Prepare a social media strategy for tea stall. Refer tea outlet brand 'Chaayos'	
		Q3. Show how a company blog helps in customer engagement. Enlist 3 examples of brands which are trending due to customer engagement.	
		Q4. Demonstrate the application of 4 P's in cloud kitchen business	
		Q5. Show how the 4 C's boost sales for FMCG company	
4	**Analyze**	**Q1**. Explain how a business can transition from the traditional four P's to the digital four C's by adopting co-creation, taking advantage of currency-like pricing, engaging in communal activation, and driving conversation.	**10**
		Q2. Classify the different technologies that drive digital economy	
		Q3. Explain the brand differentiation based on human to human touch	
		Q4. Analyze brand clarification of characters & codes	
		Q5. Compare traditional marketing to digital marketing	

5	Evaluate	**Q1**. Compare 4P's to 4C's.	10
		Q2. Summarize the 4 stage buying process - AIDA	
		Q3. Assess the O Zone (O3)	
		Q4. Evaluate driving from awareness to advocacy	
		Q5. Evaluate brand identify and leverage the most critical touchpoints in the customer path?	
6	Create	**Q1**. Plan a digital marketing strategy for Shopper Stop & describe their 4 P's.	10
		Q2. Develop a branding strategy with brand guidelines, brand codes, brand values & brand consistency for an existing brand of your choice.	

UNIT-III: Marketing Productivity Metrics

Sr. No.	Question Type	Question	Marks
1	Remembering	**Q1**. Define purchase action ration	2
		Q2. Define low conversion rate	
		Q3. Define BAR	
		Q4. Define delegations	
		Q5. Define importance of right tools & equipment's in modern programs	
		Q6. Examine importance of workplace conditions	
		Q7. State importance of happy employees	
		Q8. Identify factors promoting customer conversion online	
		Q9. List 5 ways to convert customers online	
		Q10. Enlist 5 major industry archetypes	
		Q11. Define people based marketing	
		Q12. Examine importance of right data	
		Q13. Define door knob	
		Q14. Define gold fish pattern	
		Q15. Define Trumpet pattern	
		Q16. Define funnel pattern	
		Q17. Define bow-tie pattern	

		Q18. Identify customer distractions on social media	
		Q19. Enlist challenges of data management	
		Q20. Enlist ways for goal setting	
2	**Understanding**	**Q1.** Distinguish between PAR & BAR	**5**
		Q2. Discuss low conversion rate	
		Q3. Describe the 5 A's	
		Q4. Describe ways to increase productivity in workplace	
		Q5. Identify ways to boost content marketing	
3	**Applying**	**Q1.** Illustrate the customer loyalty program for credit cards users	10
		Q2. Show how customer care is important in marketing	
		Q3. Prepare a content marketing strategy for a brand of your choice	
		Q4. Discover ways to enhance marketing communication	
		Q5. Demonstrate the importance of community marketing	
4	**Analyze**	**Q1.** Point out ways to drive up productivity	10
		Q2. Classify ways to market FMCG products	
		Q3. Explain aggressive marketing & when it should be adapted	
		Q4. Explain pull marketing approach & when it is used	
		Q5. Compare pull marketing & push marketing approaches	

5	Evaluate	**Q1.** Discuss about decomposing PAR & BAR	10
		Q2. Access the effect of increased productivity of employees on achieving marketing targets	
		Q3. Evaluate major industry archetypes	
		Q4. Defend word of mouth publicity in the age of online marketing	
		Q5. Criticize low conversion rate	
6	Create	**Q1.** Design a marketing strategy using archetypes of attraction & curiosity for a new electric vehicle startup	10
		Q2. Write the importance of archetypes commitment & affinity with respect to customers of TATA brand	

UNIT-IV: Human Centric Marketing for brand attraction

Sr. No.	Question Type	Question	Marks
1	Remembering	**Q1**. Define digital anthropology	2
		Q2. Describe focus groups	
		Q3. Identify the need for textual analysis	
		Q4. Enlist ways to conduct in-depth interviews	
		Q5. Define data collection	
		Q6. Define social listening	
		Q7. Describe Netnography	
		Q8. State the importance of empathetic research	
		Q9. Enlist human centric brands	
		Q10. Define person ability	
		Q11. Define content marketing	
		Q12. Describe the use of emotions in content marketing	
		Q13. Define co-creation	
		Q14. State the importance of #Hashtags in new age marketing	
		Q15. Recognize 5 taglines of popular brands which help them succeed	
		Q16. Define content ideation	
		Q17. Define audience mapping	
		Q18. Describe content application	

		Q19. Enlist 5 brands high on morality	
		Q20. Enlist 5 brands focusing on sociability	
2	**Understanding**	**Q1.** Explain data collection methods for qualitative anthropological data	**5**
		Q2. Compare participant observation with marketer observation	
		Q3. Discuss intellectuality with chatbots to connect with customers	
		Q4. Summarize internet of things	
		Q5. Demonstrate the use of artificial intelligence	
3	**Applying**	**Q1.** Use cloud computing to market famous food chain brand	**10**
		Q2. Use Internet of Things(IOT) to enhance marketing of farm based product	
		Q3. Sketch a step-by-step content marketing strategy for a jewellery brand	
		Q4. Prepare a customer path in goldfish pattern for a B2B brand	
		Q5. Prepare taglines for FMCG, Fintech, waste management & automobile industry. 5 each.	
4	**Analyze**	**Q1.** Compare YouTube as a platform with instagram for advertisement	**10**
		Q2. Select ways that contribute to a good content	
		Q3. Point out mistakes while adding hash tags to product posts	
		Q4. Explain ways to improve video content marketing	
		Q5. Explain content marketing evaluation in the last 50 years	

5	Evaluate	**Q1.** Compare online content marketing with offline content marketing	
		Q2. Evaluate 6 attributes of human centric brands	
		Q3. Assess content marketing for brand curiosity	
		Q4. Evaluate use of content in creating conversations	
		Q5. Recommend 10 ways to market content on YouTube	
6	Create	**Q1.** Plan a content marketing strategy for Pune Metro	
		Q2. Create a content marketing strategy for a brand of your choice.	

UNIT-V: Omni Channel Marketing for Brand Commitment

Sr. No.	Question Type	Question	Marks
1	Remembering	**Q1**. Define omnichannel marketing	2
		Q2. Describe different channels of marketing	
		Q3. Define now economy	
		Q4. Define web-rooming	
		Q5. Define show-rooming	
		Q6. Define big data analytics in marketing channels	
		Q7. Define a digital buyer	
		Q8. Describe critical touch points to influence the buyer	
		Q9. Define brand positioning in context of Taj Hotels	
		Q10. Describe brand codes in context of Parle advertisements	
		Q11. Define brand affinity in context of Apple	
		Q12. Define brand engagement in context of bicycle brands	
		Q13. Describe what is digital economy	
		Q14. Define backend integration for mobile phone application	
		Q15. Define social CRM	
		Q16. Define Gamification	
		Q17. Define loyalty programs	

		Q18. Describe how recognition & rewards help retain customers	
		Q19. Examine consumer engagement through advertisement & YouTube platform	
		Q20. Identify the need to target generation Z	
2	Understanding	Q1. Describe omnichannel marketing with respect to real estate	5
		Q2. Discuss the importance of mobile commerce in current era	
		Q3. Compare web-rooming & show-rooming	
		Q4. Predict the future of online & offline marketing channels for the next decade	
		Q5. Indicate red flags in web-rooming	
3	Applying	Q1. Choose web-rooming or show-rooming strategy in context of gold purchasing. Justify your choice	10
		Q2. Demonstrate the wonders of Gamification in online sales. Discuss 3 brands which have utilized Gamification to increase sales.	
		Q3. Sketch a digital experience with mobile app of your choice.	
		Q4. Show step-by-step omnichannel marketing in context of perfume & apparel	
		Q5. Demonstrate how epilogue and WOW factors foster customer loyalty	
4	Analyze	Q1. Analyze risks in marketing through mobile apps.	10
		Q2. Analyze the effectiveness of social CRM in digital marketing	
		Q3. Appraise the customer experience of booking travel tickets online vs offline	
		Q4. Select a brand of your choice & create a mobile app journey for its customer	
		Q5. Point out mistakes in digital experiences of 5 renowned brands	

5	Evaluate	**Q1.** Evaluate step-by-step omni - channel marketing.	10
		Q2. Access the benefits of Gamification in digital marketing strategy	
		Q3. Evaluate a customer experience on zomato app vs random selection of restaurant	
		Q4. Find errors in digital experience of IRCTC application	
		Q5. Defend maintaining offline customer relationships in digital age	
6	Create	**Q1.** Design an e-commerce website experience for a pickle travel company providing trekking, camping & hiking services	10
		Q2. Create a buy-online pickup-in store BOPS strategy in context of a furniture based brand	