

MBA-II / SEM-IV / MARKETING MANAGEMENT (2021-22)

COMPREHENSIVE CONCURRENT EVALUATION

Faculty Name: Prof. Shamli Joshi

Subject: Marketing 4.0

Subject Code: 403

Sr. No.	Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	10 th June 2022
2	Case Study	50	10 th June 2022
3	Online MCQ based exam	50	

Written Home Assignment

Instructions:

1. Assignment should be hand written and in your own words; copied assignments from peers or other open sources will not be considered for assessment.
2. The content should cover all the points & justify the marks for assessment.
3. Incomplete assignments will not be accepted.
4. Student name, specialization, assignment questions must be clearly mentioned.

Q.1 Explain in brief positive advocacy, negative advocacy & prompted advocacy. Give relevant examples

Q.2 Discuss about the 'Influential Digital Subcultures'

Q.3 Write short notes on-

- a) 4Ps to 4C's.
- b) Five A's
- c) The O Zone (O3)

Q.4 What are the major industry archetypes?

Q.5 Explain –

- a) Creating conversations with content
- b) Hashtag
- c) Getting to WOW – Enjoy, Experience & Engage.

Q.6 What are the benefits of Gamification in Digital Marketing Strategy?

Case Study

Instructions:

1. Copied work will not be considered for submission.
 2. Student name, specialization, assignment questions must be clearly mentioned.
 3. Create report in pdf format. Submit hardcopy in institute & soft copy on email
 4. Email – shamlijoshi@dimr.edu.in
 5. Case Study should be of minimum 500 words
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Choose a brand of your choice. Create a case study on how they have utilized the influence of the 3 digital subcultures, i.e. Youth, Women & Netizens.

The study should cover below mentioned points –

- 1) Name & type of brand
- 2) Product Portfolio
- 3) Latest Digital Campaign
- 4) Involvement of subculture
- 5) Conclusion