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MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL

VI SEMESTER B.TECH. PROGRAM ELECTIVE I
END SEMESTER EXAMINATION

SUBJECT: MARKETING IN A DIGITAL WORLD [CRA 4051]

Time: 3 hours

MAX. MARKS: 50

Q1A. Explain the term 'Crowdsourcing', with the help of examples. Why do people/ communities use crowdsourcing platforms? How is Crowdsourcing different from Crowdfunding? (3)

Q1B. Discuss the following digital tools and tactics and their possible outcomes.

- a. SEO
- b. Affiliate marketing
- c. Search advertising
- d. Social media marketing (4)

Q1C. How to ensure that design crowdsourcing is successfully employed in creating a product? (3)

Q2A. Describe the various types of co-creation. (3)

Q2B. Explain the terms (a) Digital Authenticity (b) Doppelganger Brand (4)

Q2C. Explain the Elaboration Likelihood Model in the context of promotion. (3)

Q3A. What are the three defining characteristics of UGC? Explain. (3)

Q3B. Explain how companies like Dropbox employ the Freemium model in their respective businesses. Discuss the three key features used in the Freemium model. (4)

Q3C. Give any three recommendations on how firms and managers can combat and leverage a doppelganger brand image. (3)

Q4A. Define the term Content Marketing. Explain Kristina Halvorson's model approach for different areas of content marketing strategy. (3)

Q4B. Explain the pricing strategy of Pay what you want (PWYW). What are the four recommendations suggested in the course to put PWYW in practice by firms? (4)

Q4C. Explain, with examples, the three most common pricing strategies firm's employ. (3)

Q5A. Explain the different types of feedback that motivates individuals to provide UGC to companies. (3)

Q5B. What are the recommendations discussed by the research publications for effective implementation of Self Manufacturing (3D manufacturing) for customers? Explain. (4)

Q5C. Give suggestions that firms could effectively use for customers to contribute ideas for products and engage in customer co-creation. (3)