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MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL

VII SEMESTER B.TECH. PROGRAM ELECTIVE IV

**END SEMESTER EXAMINATIONS- DEC 2021
(PROCTORED ONLINE EXAMINATION)**

SUBJECT: MARKETING IN THE ANALOG WORLD

[CRA 4054]

REVISED CREDIT SYSTEM

Time: 75 minutes

MAX. MARKS: 20

Instructions to Candidates:

❖ Answer **ALL** the questions.

1A.	Explain the principle of 'Addition by subtraction' with an example.	(02)
1B.	Explain any three recommendations to successfully leverage the concept of Embracing, to enhance the marketing efforts, from the Analog Transformation perspective.	(03)
1C.	Explain why products like analog paper calendars and old-fashioned chronograph watches are still popular among their loyal customers. Define and explain the condition of the analog product/ service that is applicable here.	(05)
2A.	Explain how a company may successfully leverage the concept of protection, in analog form, to enhance its marketing efforts (any two strategies to be explained).	(03)
2B.	"3D printing technology allow the head of Mars, which resides deep inside the museum in Chicago to be physically shared by anyone in the world who has access to a 3D printer." Which strategy of analog and digital synergy is discussed here? Explain the key aspects that are essential to implement the strategy effectively.	(05)
2C.	"For both marketers and consumers, the benefits of digital music exceed the benefits of music in an analog form". Explain how digital dominance in music has benefitted both the stakeholders?	(02)
