

Exam Date & Time: 08-Jan-2024 (02:30 PM - 05:30 PM)



# MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B.TECH END SEMESTER MAKE UP EXAMINATIONS, JAN 2024

## Marketing in Analog World [CRA 4054]

Marks: 50

Duration: 180 mins.

A

**Answer all the questions.**

Instructions to Candidates: Answer ALL questions Missing data may be suitably assumed

- 1) How does the resurgence of Vinyl records serve as a unique case study in the course's exploration of the analog-digital relationship, and what critical insights can marketers draw from this example in shaping their strategies in the contemporary market? (3)
  - A)
  - B) Explore the role of economic efficiency and digital democracy in the transition from analog to digital within the realm of music consumption. Support your discussion with examples that demonstrate the influence of these principles on consumer behavior and the music market (3)
  - C) Discuss the benefits of the analog world over digital. (4)
- 2) How does the concept of efficiency exemplify the shift from analog to digital? Discuss this with two examples. (3)
  - A)
  - B) What are three key aspects to understand about the concept of Glocal, and how do these aspects contribute to the success of Glocal strategies? (3)
  - C) How do the 3D-printed head of Mars, Record Store Day, and Free Hugs showcase successful instances of Glocal synergy by combining local analog and global digital elements? (4)
- 3) Analyze the challenges and defensive strategies associated with embracing, drawing insights from the lecture. Explore how businesses can navigate the low entry barriers and potential copycat challenges, considering examples like Coursera and Uber. Evaluate the effectiveness of scaling and customer engagement as defensive measures. (3)
  - A)
  - B) Analyze the concept of niche appeal in distancing strategies. How does the idea of targeting specific niches contribute to the effectiveness of distancing as a marketing approach? Provide examples to illustrate the niche appeal and discuss the potential profitability of niche-oriented distancing strategies. (3)

- C) a) How does digital transformation affect brand image control in the analog world, and what insights does Professor Wayne Hoyer offer on the shift from one-way to two-way communication models in the digital environment? Additionally, discuss the challenges for marketers and strategies to navigate this evolving landscape. (4)
- b) How can individuals effectively observe and analyze the transformation of analog establishments by the digital revolution, and what key aspects should be considered during this process? (4)
- 4) Explain the various steps of the AIDA funnel model (2)
- A)
- B) Explain any four defining characteristics of today's digital communication systems that are most relevant to marketing communications (4)
- C) Compare and contrast the mass media of 1970s to 1980s with Online and Digital media of the 1990s. (4)
- 5) Define the concepts of sustained, selective and alternating attention in the context of digital marketing (3)
- A)
- B) Define Brand personality and illustrate the power of brand personality in the case of brand Apple (3)
- C) What are the four types of paid-for advertising solutions offered by Facebook? (4)

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