

Exam Date & Time: 02-Dec-2023 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, NOV - DEC 2023

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) Describe and analyse the four key benefits of the digital world over the analog. Elaborate with suitable examples. (3)
 - A)
 - B) Discuss how economic efficiency and digital democracy contribute to the shift from analog to digital in the context of music consumption. Provide examples to illustrate the impact of these concepts on consumer behaviour and the music market. (3)
 - C) Explain the various strategies for successfully leveraging digital democracy. Provide examples to illustrate how these strategies have been effectively implemented by digital democracy initiatives. (4)
- 2) How the internet of things change the consumer experience and interactions? What are the challenges in adopting IoT and what are the consequences of human -machine interactions (3)
 - A)
 - B) Differentiate between glocal and touch tech synergies (3)
 - C) What were the key factors that were strategically important for Amazon to establish the pickup location at the Illini Union bookstore and what potential positive and negative impacts can be anticipated on the future of the Illini Union bookstore due to its alliance with Amazon? (4)
- 3) Which of the two digital benefits do 'Democracy' leverage? Explain this briefly with the help of the example of 'Rotten tomatoes'. (2)
 - A)
 - B) List and explain any four ways to use data to re-engage customers who have abandoned cart. (4)
 - C) How are the following indices calculated? Give only the formula. (4)
 - a. Contact efficiency

- b. Attractability efficiency
- c. Conversion efficiency
- d. Retention efficiency

- 4) Which of the two digital benefits do 'Efficiency' leverage? Explain this concept taking I-Pass as an example. (2)
- A)
- B) List and briefly explain with an example the three key aspects of digital democracy. (4)
- C) In what way do 'Google nest Hello' and 'Play impossible gameball' synergise the benefits of both analog and digital. Explain. (4)
- 5) Assess the impact of embracing on traditional business models, using Coursera and Uber as case studies. Analyse how these companies have challenged and transformed conventional approaches in education and transportation, considering factors such as audience reach and learning accessibility. (3)
- A)
- B) Analyse the factors that contribute to the success of embracing as a transformative strategy. Provide examples to illustrate how embracing can change the form or function of analog products, considering aspects such as outsider perspective, low entry cost, and ease of replication. (3)
- C) Answer the following questions
- a. Evaluate the "more sizzle than steak" aspect of distancing strategies and its implications for marketing. How does this concept relate to the distinction between marketing hype and the actual impact of distancing? Discuss specific examples and provide insights into how marketers can navigate the challenge of delivering substantial value through distancing strategies. (4)
 - b. Analyse the concept of consumer brand sabotage as discussed by Professor Wayne Hoyer. How does digital enablement significantly contribute to the rise of consumer brand sabotage? Provide any two examples of companies and discuss the implications in managing their brand reputation in the digital era.

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