Exam Date & Time: 22-Jun-2024 (02:30 PM - 05:30 PM)

MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH END SEMESTER MAKE UP EXAMINATIONS, JUNE 2024
MARKETING IN A DIGITAL WORLD [CRA 4051]

Marks: 50   **Duration: 180 mins.**

A

Answer all the questions.

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

1)	A)	Explain the difference between firm-created and co-created products, providing examples for each.	(3)
	B)	Explain the components of the marketing mix using a specific example.	(3)
	C)	Describe 'Stage – gate -method in development of a product	(4)
2)	A)	Examine the findings and implications of Shiri Melumad, Jeff Inman, and Michelle Pham's study on the differences in user-generated content (UGC) based on the digital tool used for its creation. How does the choice of technology impact the characteristics of UGC?	(3)
	B)	Analyse the role of user-generated content (UGC) in modern marketing strategies and discuss the benefits and challenges it presents for firms. How can firms effectively manage and leverage UGC to enhance their promotional efforts? Give examples to support your analysis.	(3)
	C)	What strategies has GoPro implemented to successfully leverage user-generated content (UGC) in its promotional efforts, and how do these strategies contribute to the brand's visibility and engagement? Provide examples to illustrate the effectiveness of these strategies.	(4)
3)	A)	Discuss the significance of the Elaboration Likelihood Model (ELM) in understanding consumer responses to promotional messages. How do firms utilize the central and peripheral routes of persuasion in their advertising strategies? Provide examples to illustrate these concepts	(3)
	B)	What are the fundamental differences between virtual reality (VR) and augmented reality (AR), and how do these differences impact their applications in various fields?	(3)
	C)	What are the key implications of Desktop Manufacturing, particularly 3D printing, for traditional retailing and product distribution?	(4)

4)   Discuss the three issues in the case of Panera's pay-what-you-want pricing strategy as presented in the course. According to you, is Panera's PWYW experiment a success or a failure? Give reasons.   (3)

    A)

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

                                                                                                                                        (3)

    C)   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)

5)   Explain the concept of the sharing economy

                                                                                                                                        (3)

    A)

    B)   How are traditional physical retailers adapting to the challenges of online retailing, and what emerging strategies characterize the new retail landscape in response to the digital world?   (3)

    C)   Discuss the significance of the Elaboration Likelihood Model (ELM) in understanding consumer responses to promotional messages. How do firms utilize the central and peripheral routes of persuasion in their advertising strategies? Provide examples to illustrate these concepts   (4)

-----End-----