

Exam Date & Time: 06-May-2024 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, APRIL MAY 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) Explain the four compositions of Marketing Mix with the help of an example (3)
 - A)
 - B) Differentiate firm created vis-à-vis co-created products with the help of examples (3)
 - C) Describe 'Stage - Gate - Method in development of a product (4)
- 2) Compare and contrast the central and peripheral routes to persuasion outlined in the Elaboration Likelihood Model (ELM). How do these routes influence consumers' responses to promotional messages? Provide examples to support your comparison. (3)
 - A)
 - B) Discuss the impact of new digital tools on the cost and accessibility of promotional activities for firms. Provide examples to support your discussion (3)
 - C) Giving suitable examples, examine the characteristics, motivations, and benefits of user-generated content (UGC) in promotional activities for firms. (4)
- 3) "Evolution of digital tools particularly 3D printers have impacted traditional distribution channels and the placement aspects of the marketing mix" Justify the statement. (3)
 - A)
 - B) How does Desktop Manufacturing, especially 3D printing, blur the boundaries between physical and digital goods, and what are the implications for businesses? (3)
 - C) Explain the four strategies available for the physical retailers to combat the challenges posed by digital tools. (4)
- 4) Discuss with examples the three most commonly used 'Pricing Strategies' employed by firms. (3)
 - A)

- B) Discuss the difference between ‘price segmentation strategy’ and ‘pay what you want strategy’ (3)
- C) Discuss the Freemium pricing strategy with relevant examples. Explain how the Freemium model keeps the firm profitable (4)
- 5) Elaborate on ‘sharing economy’ with the help of an example (3)
- A)
- B) In what ways are emerging technologies like virtual reality (VR) and augmented reality (AR) reshaping our perceptions of reality, and what ethical considerations should be considered as these technologies continue to evolve? (3)
- C) Examine the concept of Doppelganger Brand Image (DBI) and its implications for firms. Provide examples to illustrate the creation and impact of DBIs on brand perception (4)

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