

Part B
Answer ALL questions

5 x 6 = 30

Each answer should not exceed 400 words or two pages

- 11.a. Bring out the evolution of marketing from traditional to Marketing 4.0. CO1K3
(or)
- 11.b. Identify the ethical issues in marketing. CO1K4
- 12.a. Describe the Project Life Cycle and its stages in the context of IT project marketing. CO2K4
(or)
- 12.b. Explain the significance of the Casual Chain and its impact in IT project marketing. CO2K3
- 13.a. Analyze the key approaches to market segmentation with examples. CO3K4
(or)
- 13.b. Examine the role of SERVQUAL in measuring service quality. CO3K3
- 14.a. Discuss how crafting the service environment contributes to effective complaint handling and service recovery. CO4K4
(or)
- 14.b. What are the key functions of distribution channels? CO4K3
- 15.a. Explain the power shifts in Marketing 4.0 and how they impact consumer behaviour. CO5K4
(or)
- 15.b. List out the components of Agile Marketing. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

- 16.a. Describe the marketing process and its key steps in planning. CO1K4
(or)
- 16.b. Discuss how businesses balance demand and capacity in service marketing. CO1K5
- 17.a. Identify the different types of service level contracts (SLC) such as BOT, BOOT, and DBFO. CO2K3
(or)
- 17.b. What is Marketing Feasibility Analysis? Discuss its structural elements, risks, and tools for assessing a marketing project. CO2K4
- 18.a. Discuss the Product Life Cycle (PLC) and suggest strategies for each stage. CO3K3
(or)
- 18.b. Identify the various pricing strategies used in IT and digital product markets. CO3K3
- 19.a. Examine the interaction between clients and project managers in IT projects. Discuss the potential benefits, challenges, and strategies to enhance this relationship. Provide examples in your answer. CO4K4
(or)
- 19.b. Critically evaluate personal selling strategies, focusing on aggressive selling. Discuss how sales force design and management influence sales outcomes. Use examples to support your discussion. CO4K5
20. **Case Study :(Compulsory question)** CO5K6

Social Media Marketing and Customer Engagement: A well-known electronics brand, DEF Ltd., adopted a digital-first strategy, leveraging social media influencers and targeted ads. While engagement rates increased, some customers found the content irrelevant, leading to negative feedback.

Question:

- i. How does social media enhance customer experience in digital marketing?
- ii. What are the challenges of using social media for customer engagement?
