

**Instruction:**

**Use of non-programmable scientific calculator is permitted**

**Question 1.****14 Marks**

Describe the six attributes of Human-Centric brands with suitable examples.

**OR****Question 1. A.****7 Marks**

Explain the concept and application of Predictive Marketing.

**Question 1. B.****7 Marks**

Explain the concept of Contextual Marketing and its applications.

**Question 2.****14 Marks**

Explain any two major marketing industry archetypes formed by the 5As of consumer decision-making pathway.

**OR****Question 2.A.****7 Marks**

Explain the meaning and significance of Bow-Tie industry archetype.

**Question 2.B.****7 Marks**

Why is the Bow-Tie industry archetype considered to be the most ideal archetype for any industry.

**Question 3.****14 Marks**

Explain the 4Cs of Negotiation in marketing along with the five stages of effective negotiation.

**OR****P.T.O.**

**7 Marks**

**Question 3. A.**

Explain the concept of State Trading.

**7 Marks**

**Question 3. B.**

Explain Canalization as a Marketing practice.

**14 Marks**

**Question 4.**

Explain the meaning and significance of PAR and BAR metrics in the marketing decision making process, along with all the internal ratios (affinity ratio, curiosity ratio, etc.) that make up PAR and BAR.

**OR**

**7 Marks**

**Question 4. A.**

Describe in brief the six attributes of Human-Centric brands.

**7 Marks**

**Question 4. B.**

Explain in detail about Transfer Pricing and Dumping.

**2 Marks x 7 = 14 Marks**

**Question 5**

Attempt any 7 out of the following 12 questions;

1. Define Marketing 5.0
2. The model used for assessing the relationship between independent variables (or explanatory data) and dependent variables (or response data) in Predictive Marketing is called \_\_\_\_\_ model.
3. The total income generated through a customer during his/her tenure or association with the brand/organization is called \_\_\_\_\_  
a. NLP  
b. IOT  
c. CLV  
d. Total Revenue per Customer or TRC
4. The marketing tactic where the operations are planned, executed, and reviewed on-the-go at a very fast pace using technology is called \_\_\_\_\_ marketing.  
a. Contextual  
b. Agile  
c. Predictive  
d. Augmented
5. Define Augmented Marketing.
6. Mention one application of IoT in Marketing 5.0.

7. What do you mean by RFID and how is it used in Marketing 5.?
8. What do you mean by Social Listening?
9. The only industry archetype where the Affinity Ratio is more than 1 is \_\_\_\_\_.

10. If the Affinity Ratio is low, then the company should focus on \_\_\_\_\_.

- a. Marketing and Branding
- b. Sales Team orientation and training
- c. Logistics and supply chain management
- d. Post-Sales experience and customer loyalty

11. What is Netnography?

12. Define Market Skimming.

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