

Total No. of Questions : 5]

SEAT No. :

PF12675

[Total No. of Pages : 2

[6648]-858

S.Y.M.B.A.

SE-MKT-15 : RECENT TRENDS IN MARKETING

(2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *All questions carry equal marks.*

Q1) Solve any five. (2 marks each) :

[10]

- a) Define Hyper-personalization in marketing.
- b) What is Neuromarketing?
- c) Define the product led growth strategy.
- d) What is omni channel marketing?
- e) What is account based marketing?
- f) Explain the phygital retail experience.
- g) Explain the concept of conversion rate optimization.
- h) Explain freemium business model.

Q2) Solve any two. (5 marks each) :

[10]

- a) Analyse the impact of AI driven analytics on modern consumer behavior.
- b) Explain the difference between traditional marketing approaches and product led growth.
- c) Explain what recent trends are experienced in B2B marketing?

P.T.O.

Q3) Solve any one. (10 marks each) : [10]

- a) Apply AI powered personalization technique to design marketing strategy for a electric two wheeler brand.
- b) Develop communication strategy for omnichannel marketing of a shoe brand.

Q4) Solve any one. (10 marks each) : [10]

- a) How would you use neuromarketing tools to improve advertisement effectiveness for a newly launched fashion brand?
- b) How would you design a marketing strategy for a small town using digital market places?

Q5) Solve any one. (10 marks each) : [10]

- a) Apply account based marketing strategy for a ERP company targeting educational institutes.
- b) Create an innovative marketing campaign for a luxury car brand.

