



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

WINTER-2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Marketing 5.0	Course Code:2410614A
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Q1 & Q2 are compulsory and Choose (a) or (b) and (c) or (d) from Q3,Q4 and Q5.

Marks CO

Question No. 1

- 1a) Show how different generations interact with technology and develop marketing strategies for each group in the context of Marketing 5.0. (6) CO1

Question No. 2

- 2a) Conduct a digital readiness assessment for any organization and provide recommendations for a digital transition. (6) CO2

Question No. 3

- 3a) Analyze how different digital touchpoints (website, mobile app, social media, chatbots) interact to shape the overall customer experience of an online brand. (8) CO3

OR

- 3b) Analyze the impact of personalization and data analytics on customer satisfaction and loyalty in digital platforms. (8) CO3

- 3c) Analyse the key elements of Digital customer experience with examples. (8) CO3

OR

- 3d) Assess and make a customer experience strategy for a product/service using data-driven marketing and new technological tools. (8) CO3

Question No. 4

- 4a) Evaluate and prepare a predictive marketing model for a new product launch and contextual marketing strategies for personalized customer engagement. (8) CO4

OR

- 4b) Elaborate the applications of Predictive Marketing with many examples. (8) CO4

- 4c) Enlist the Benefits and Use of common AI/ML techniques in Predictive Marketing. (8) CO4

OR

- 4d) Assess and write a note on Contextual Marketing: Sensing, Triggers, and Real-Time Responses with examples. (8) CO4

Question No. 5

- 5a) Develop a concept for augmented marketing using virtual reality for an immersive brand experience and propose agile, ethical, and future-ready marketing strategies for a campaign. (8) CO5

OR

- 5b) Propose strategies for the use of Agile Marketing and Blockchains for transparent marketing. (8) CO5

- 5c) Design a humanistic marketing strategy using digital technology to address a social issue. (8) CO5

OR

- 5d) Design a plan to assess the ethical implications of using consumer data for social impact marketing. (8) CO5

..... **End of question paper**.....