



**Marking Scheme
End-Sem Examination-I, Winter 2025**

Academic Year: 2025-2026

Semester: III

Name of Programme:MBA

Pattern:2024

Name of Course:Marketing 5.0

Course Code:2410614A

Q. No.	Details	(stepwise marks)	Max. Marks
Q.1.	a) Show how different generations interact with technology and develop marketing strategies for each group in the context of Marketing 5.0.	6 1 mark for each strategy	[6]
Q.2.	a)Conduct a digital readiness assessment for any organization and provide recommendations for a digital transition	6 1.5 mark for each assessment point	[6]
Q.3.	a) Analyze how different digital touchpoints (website, mobile app, social media, chatbots) interact to shape the overall customer experience of an online brand. OR b) Analyze the impact of personalization and data analytics on customer satisfaction and loyalty in digital platforms	8 1 mark for explanation of each Point. 4 marks for each	[16]
	c)Analyze the key elements of Digital customer experience with examples. OR d)Assess and make a customer experience strategy for a product/service using data-driven marketing and new technological tools.	8 1 marks for Each point. 1 marks for each point.	
Q.4.	a)Evaluate and prepare a predictive marketing model for a new product launch and contextual marketing strategies for personalized customer engagement. OR b)Elaborate the applications of Predictive Marketing with many examples.	8 1 marks for each 2.5 marks for each type	
	c)Enlist the Benefits and Use of common AI/ML techniques in Predictive Marketing. OR	8 1 mark for	



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	d) Assess and write a note on Contextual Marketing: Sensing, Triggers, and Real-Time Responses with examples	each point. 2.5 mark for each point.	
Q.5.	a) 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. OR	8 1 mark for each point.	[16]
	b) Propose strategies for the use of Agile Marketing and Blockchains for transparent marketing	2 marks for explanation of each.	
	c) Design a humanistic marketing strategy using digital technology to address a social issue. OR	8 1.5 marks for explanation of each point.	
	d) Design a plan to assess the ethical implications of using consumer data for social impact marketing.	1 marks for explanation of each point.	