

5. (a) "Customer Relationship Management (CRM) has become a cornerstone of marketing in both B2B and B2C contexts. It enables firms to build stronger ties, understand preferences, and retain customers." Define CRM in a marketing context and explain its need and importance. How does CRM influence marketing strategies, loyalty programmes, and customer segmentation? (9)

(b) "Globalisation has altered marketing practices by creating access to new customers but also exposing firms to cultural, legal, and ethical complexities." Examine the impact of globalisation on international marketing. Discuss how distance, decision-making styles, power, people management, corruption, and cultural differences influence marketing strategies. (9)

6. Write short notes on any **three**: (6+6+6=18)

- (i) Ghemawat's CAGE framework
- (ii) Kapferer's Brand Identity Pyramid
- (iii) Competitor Analysis
- (iv) Stages of International Expansion

(500)

[This question paper contains 4 printed pages.]

· Your Roll No.....

Sr. No. of Question Paper : 5206

K

Unique Paper Code : 2922063503

Name of the Paper : New Age Marketing

Name of the Course : **Bachelors in Management Studies (NEP)**

Semester : V

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions. All questions carry equal marks.

1. (a) IMC is crucial for creating a unified brand experience, optimizing and driving better business outcomes through enhanced customer interaction and engagement. Discuss the role of IMC in building brands. Discuss briefly the different tools of IMC. (9)

P.T.O.

(b) In order to build a strong brand an organisation must shape how customers think and feel about their product. It must build the right type of experiences around its brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it. In light of the above discuss the Customer-Based Brand Equity (CBBE) model for brand building with help of examples. (9)

2. (a) Brand extensions and co-branding are two important innovation strategies for brands to expand into new markets. How can a brand use Cobranding and Brand extensions to target newer markets? (9)

(b) The tourism industry is growing rapidly with the public interest in travel and tourism increasing at a fast rate. HappytoGo, a Travel agency is facing fierce competition in the market and requires the right marketing strategy to remain competitive. How can it apply the Segmenting, Targeting, Positioning (STP) and Product Life Cycle (PLC) strategies in improving its competitiveness? (9)

3. (a) What are the different models of E-Commerce? How do B2B and B2C E-commerce differ in terms of target audience, marketing strategies and logistics challenges? (9)

(b) How does e-retailing differ from traditional retailing? Discuss the trends in modern retailing? (9)

4. GreenCycle is a startup selling eco-friendly reusable products (like water bottles, bags, and containers) directly to consumers (D2C) through their website and social media channels. They use Instagram and Facebook for marketing, focusing on sustainability and lifestyle appeals. GreenCycle utilizes SEO for their website to attract organic traffic and offers e-payment options like PayPal and credit cards.

Questions :

- (i) What are the advantages of GreenCycle's D2C model compared to traditional retail?
- (ii) How can GreenCycle leverage social media marketing to boost sales?
- (iii) What privacy and ethical considerations should GreenCycle address in their digital marketing strategy? (6+6+6=18)

P.T.O.