



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0142: Technology for Marketing Decisions

COURSE OUTCOMES

- CO1:** Demonstrate a comprehensive knowledge of the existing technology options for making several marketing decisions and their real-life business applications.
- CO2:** Explain how technology can complement human efforts in the acquisition and retention of customers.
- CO3:** Develop a comprehensive Marketing Strategy integrating the application of right technological tools for addressing the unmet market needs.

Time: Three Hours

Maximum Marks: 100

PART A (5Q x 6M = 30 Marks) Answer Any Five Questions Only

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|----|---|-----|-------------------|
| 1. | What is Marketing 5.0? List and brief the marketing evolutions. | CO1 | [K ₁] |
| 2. | Outline the uses of Natural Language Processing with an example. | CO1 | [K ₂] |
| 3. | Why predictive analysis is more important in new product development? | CO1 | [K ₁] |
| 4. | What is customer experience? How it is involved in the process of purchase intension? | CO1 | [K ₁] |
| 5. | How to follow up with Leads? | CO1 | [K ₁] |
| 6. | Match the following: | CO1 | [K ₁] |

A

1. Marketing 3.0
2. Agile marketing
3. Eye tracking
4. Blockchain
5. Neuromarketing
6. IoT

B

- a. Functional magnetic resource Image
- b. Autonomous Vehicles
- c. Smart Contract
- d. Purpose and Outcome
- e. Embedded applications
- f. Flexible and Iterative approach

PART B (5Q x 10M = 50 Marks) Answer Any Five Questions only

7. Explain any four components of Marketing 5.0. CO2 [K₂]
8. Dynamic pricing is important in Dynamic content marketing. Explain. CO2 [K₂]
9. Interpret the major consumer ideas on new product development. CO2 [K₅]
10. Explain the uses of service robots and drones for delivery CO2 [K₂]
11. “Integration of technology helps in formulation and implementation of overall marketing strategy”. Discuss. CO2 [K₆]
12. Explain any THREE below technologies with example: CO2 [K₂]
- a. Facial Recognition b. Machine Learning c. Big Data Analytics
- d. Neural Networks e. Chatbots

Part – C (1Q x 20M =20 marks) Case Analysis Compulsory

13. Netflix started as a DVD rental-by-mail service in 1997 but later transitioned into a streaming platform, becoming one of the pioneers of the streaming industry. The company's commitment to technological innovation has been crucial to its success. Netflix's innovative use of technology has propelled it to a leadership position in the streaming industry. Innovation in Technology. CO2 [K₆]
- a). By streaming technology Netflix used CDN. Explain the process.
- b). How user interface experience was improved?
- c). Discuss about their Global expansion.
