

MBA-II / SEM-IV / MARKETING MANAGEMENT (2024-25)

COMPREHENSIVE CONCURRENT EVALUATION MAR-APR 2025

Faculty Name: Prof. Dr. Manisha Jagtap

Subject: Marketing 4.0

Subject Code: 403MKT

Important Instructions:

1. The subject is evaluated on the basis of the following 3 components

Component No	Component	Marks	Date of Exam/Submission
1	Model Development	50	15 th March 2025
2	Drafting a Policy Brief	50	15 th March 2025
3	Open Book Test / Term Paper	50	As per internal exam schedule

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Component No	<u>Model Development</u>	Submission Date :
1		15th March 2025

Instructions:

1. The last date of Submission is **15th March 2025**. The assignment won't be accepted after the date.
2. The model, propositions, assumptions and answers to the points mentioned below should be unique and distinct. The content copied from peers won't be considered for assessment.

Identify any small or medium business enterprise / start-up from your city or imagine a hypothetical firm from any industrial sector. Develop a business model of that firm / enterprise from the perspective of Marketing 4.0 approach. The proposed model should elaborate on the following points:

1. Considering the power shifts of the connected customers from exclusive to inclusive, vertical to horizontal & individual to social, how would you adopt these changes?
2. What will be your Go-to-Market (GTM) strategy?
3. How will your business deal with the paradoxes of marketing to connected customers like online Vs. offline connectivity, informed customers Vs. distracted customers, negative advocacy Vs. positive advocacy.
4. How would you propagate your business to sway the influential digital subcultures 'Youth, Women & Netizens'?
5. How would you integrate and blend the traditional and digital marketing for your business?
6. How would you bring in the 'Brand clarification' by connecting 4P's to 4C's and commercializing the 4C's?
7. How would you drive your customers through 5A's i.e. from Awareness to Advocacy by leveraging the 'O Zone' (O3) i.e. Own, Others' & Outer influence?
8. How would your business adopt the metrics of Purchase Action Ratio (PAR) and Brand Advocacy Ratio (BAR) to drive up the productivity?
9. What archetype best describes your industry? What would be the key improvement opportunities for your business?

10. How would you build the six attributes for making your brand Human-Centric?
 11. How would you use the content marketing tool to create conversation and increase the brand curiosity?
 12. Design an Omni-channel marketing plan for the business
 13. What would be your strategy to enhance the digital experiences of the customers for getting to WOW! (Enjoy, Experience, Engage)
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Submission Requirements:

- The assignment should be submitted in **PDF format** with proper headings and structured content.
 - The document should include **relevant examples, charts, graphs, and case studies** where applicable.
 - The report should be **3,000–4,000 words** with clear and concise explanations.
 - A **PowerPoint presentation (10-12 slides)** summarizing the key points of the business model.
 - **Proper citations and references** should be included for all data and insights used.
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Evaluation Criteria:

Each assignment will be graded based on the following parameters:

1. **Clarity and Depth of Analysis (30%)** – Well-researched insights with supporting data.
 2. **Creativity and Innovation (20%)** – Unique and effective business model strategies.
 3. **Application of Marketing 4.0 Concepts (25%)** – Proper use of frameworks and theories.
 4. **Presentation and Structure (15%)** – Well-organized report and professional presentation.
 5. **References and Data Accuracy (10%)** – Use of credible sources and real-world examples.
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Final Submission Details:

- **Deadline:** 15th March 2025
 - **Submission Mode:** email the assignment on drmanishajagtapdimr@gmail.com and also a printout of the same.
 - **File Naming Format:** Marketing4.0_ModelDevelopment_[Your Name]
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Component No	Drafting a Policy Brief	Submission Date :
2		15th March 2025

Instructions:

1. **Select an SME or industry sector** (retail, healthcare, tech startups, tourism, etc.).
2. **Identify key challenges** faced by SMEs in adopting **Marketing 4.0** (e.g., digital transformation barriers, customer engagement issues, balancing online vs. offline experiences).
3. **Propose policy recommendations** to help SMEs implement **Marketing 4.0 strategies**, covering:
 - **Customer Experience:** Shifting from **exclusive to inclusive, vertical to horizontal, and individual to social** engagement.
 - **Go-to-Market (GTM) Strategy:** Blending traditional and digital channels for optimized reach.
 - **Digital Subcultures:** How SMEs can engage **Youth, Women, and Netizens** effectively.
 - **Brand Advocacy & Trust:** Strategies to enhance customer loyalty and positive word-of-mouth marketing.
 - **Data-Driven Decision Making:** Encouraging the adoption of AI and analytics for customer insights.
4. **Structure of the Policy Brief:**
 - **Title & Executive Summary** (Overview of key insights and recommendations)
 - **Problem Statement** (Challenges faced by SMEs in the digital marketing landscape)
 - **Analysis of Current Trends** (How SMEs are adapting or failing in Marketing 4.0)
 - **Strategic Recommendations** (Actionable policy suggestions)
 - **Conclusion & Call to Action** (Why SMEs should implement these changes)

Submission:

- **Length:** 5-6 pages
- **Format:** Word Document



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- **Deadline:** 15th March 2025
- **Submission Mode:** email the assignment on drmanishajagtapdimr@gmail.com and also a printout of the same.
- **File Naming Format:** DraftingaPolicyBrief_[Your Name]

Evaluation Criteria:

- **Relevance & depth of analysis** (30%)
- **Clarity and structure** (25%)
- **Feasibility & applicability of recommendations** (20%)
- **Use of credible sources and data** (15%)
- **Professional presentation & formatting** (10%)

Component No		Date
3	Open Book Test / Term paper	As per internal exam schedule

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