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**POONA INSTITUTE OF MANAGEMENT**  
**SCIENCES & ENTREPRENEURSHIP**

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University.)  
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**MBA (SEM - IV)**  
**403 MKT: MARKETING 4.0**  
**(MBA 2019 PATTERN)**

**SHORT QUESTIONS**

- Q1) What is Marketing 4.0
- Q2) What is the paradox of marketing?
- Q3) Give any 3 influential digital subcultures
- Q4) What is marketing 4.0 in the digital economy?
- Q5) Why is marketing shifting to digital?
- Q6) What is Marketing in Digital Economy?
- Q7) Will digital marketing replace traditional marketing?
- Q8) Which C is 4 C's of marketing?
- Q9) What are the challenges of digital transformation?
- Q10) What are the 3 main components of digital economy?
- Q11) What does PAR mean in marketing?
- Q12) What does BAR mean in marketing?
- Q13) What is marketing productivity metrics?
- Q14) What are market archetypes?
- Q15) What are best practices in marketing?
- Q16) What is human-centric marketing?
- Q17) What is brand centric strategy?
- Q18) State any 2 attributes Of Human-Centric Brands
- Q19) How do you make a human brand?
- Q20) What is meant by digital anthropology?
- Q21) What is omni channel branding?
- Q22) What does Omni-channel mean in marketing?
- Q23) Why is omni channel marketing important?
- Q24) Who should use omni-channel marketing?
- Q25) What is brand affinity marketing?

