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**BRAINWARE UNIVERSITY**

Library
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Term End Examination 2025-2026**Programme – MBA-2025****Course Name – Marketing Management in AI and Digital Era****Course Code - MBA27407 (T)****(Semester II)****Full Marks : 40****Time : 2:0 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 10=10

1. *Choose the correct alternative from the following :*

- (i) Recognize the orientation that focuses primarily on product quality and features.
 - a) Sales orientation
 - b) Product orientation
 - c) Marketing orientation
 - d) Societal orientation
- (ii) Name the marketing era that emphasizes long-term customer relationships.
 - a) Production era
 - b) Sales era
 - c) Relationship marketing era
 - d) Product era
- (iii) Apply digital marketing orientation to improve customer engagement.
 - a) Mass emails
 - b) Personalized content
 - c) Standard pricing
 - d) Offline promotion
- (iv) List the segmentation base that considers customer lifestyles and values.
 - a) Geographic
 - b) Demographic
 - c) Psychographic
 - d) Behavioral
- (v) Differentiate between demographic and psychographic segmentation.
 - a) Both focus on income
 - b) Demographic uses age; psychographic uses lifestyle
 - c) Both are geographic
 - d) Both focus on behavior
- (vi) Apply influencer marketing principles to maximize reach. Which step should be taken first?
 - a) Negotiate payment
 - b) Identify audience–influencer fit
 - c) Track impressions
 - d) Launch hashtag
- (vii) Apply social media metrics to assess campaign success. Which metric aligns with engagement?
 - a) Reach
 - b) Impressions
 - c) Engagement rate
 - d) CPC
- (viii) Evaluate conversion rate optimization tactics. Which is most effective?
 - a) A/B testing
 - b) Increasing impressions

- c) Raising CPC
 (ix) Which of the following best describes a marketing chatbot?
 a) A tool for email automation only
 b) An AI system that simulates human conversation
 c) A CRM data storage system
 d) A predictive analytics model
 (x) Evaluate overall AI marketing effectiveness. Which indicator is most comprehensive?
 a) Improved customer retention
 b) Algorithm complexity
 c) Tool variety
 d) Processing speed

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the concept of omnichannel retailing. (3)
3. Explain the concept of geographic segmentation with examples. (3)
4. Define the concept of customer value. (3)
5. Explain the concept of Search Engine Optimization with a suitable brand example. (3)
6. A smartphone brand experienced rapid sales growth immediately after launch. Recently, sales have stabilized, competition has increased, and profit margins have started to decline. Evaluate the stage of the product life cycle in which the smartphone currently exists. (3)

OR

A packaged food product has low sales volume, high promotional expenditure, and limited customer awareness during its initial months in the market. Evaluate the product life cycle stage of the packaged food product. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

7. Examine how digital technologies influence product development decisions. (5)
8. A fitness application focuses on health-conscious individuals who exercise regularly, track workouts digitally, and actively engage with wellness-related content. Explain in detail the types of segmentation used in this case (5)
9. Evaluate the importance of predictive analytics in forecasting customer behavior with an example. (5)

OR

A private university promotes its academic programs through digital advertisements, webinars, social media outreach, and campus events. Website data shows high visitor traffic but low application completion rates. Lead data indicates a mismatch between promotional messages and student expectations. Recommend how the institution should use an integrated marketing strategy in this case. (5)

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