

403- Marketing 4.0

1. What is a key characteristic of Marketing 4.0?

- a) Shift from connected to disconnected customers
- b) Emphasis on exclusive social communities
- c) Transition from horizontal to vertical focus
- d) Power shifts to connected customers

Answer: d) Power shifts to connected customers

2. What is Reverse Innovation in Marketing 4.0?

- a) Innovating backward
- b) Innovating for older generations
- c) Innovating for emerging markets and then distributing globally
- d) Innovating for traditional marketing channels

Answer: c) Innovating for emerging markets and then distributing globally

3. What is a paradox of marketing to connected customers?

- a) Increased customer loyalty
- b) Decreased brand advocacy
- c) Disruption in traditional marketing methods
- d) Lowering entry barriers

Answer: c) Disruption in traditional marketing methods

4. What is the primary focus of Influential Digital Subcultures in Marketing 4.0?

- a) Elderly population
- b) Youth, women, and netizens
- c) Established businesses
- d) Traditional marketing channels

Answer: b) Youth, women, and netizens

5. How do women contribute to Marketing 4.0?

- a) By avoiding decision-making roles
- b) By not participating in the digital economy
- c) By serving as gatekeepers and influencing purchase decisions
- d) By not being part of the primary market

Answer: c) By serving as gatekeepers and influencing purchase decisions

6. What is emphasized in Marketing 4.0 in the Digital Economy?

- a) Moving from digital to traditional marketing
- b) Combining online and offline interaction
- c) Ignoring digital technologies
- d) Focusing solely on traditional marketing methods

Answer: b) Combining online and offline interaction

7. What is the transition in understanding how people buy in Marketing 4.0?

- a) From Four Ps to 4Cs
- b) From 3Cs to 4Cs
- c) From 4As to 4Ps
- d) From 4Ps to 3Cs

Answer: a) From Four Ps to 4Cs

8. What are the components of PAR and BAR metrics in Marketing Productivity?

- a) Purchase Action Ratio and Brand Affinity Ratio
- b) Purchase Acquisition Ratio and Brand Advocacy Ratio
- c) Purchase Action Ratio and Brand Advocacy Ratio
- d) Product Acquisition Ratio and Brand Affinity Ratio

Answer: c) Purchase Action Ratio and Brand Advocacy Ratio

9. What are the Six Attributes of Human-Centric Brands?

- a) Authenticity, Consistency, Relevance, Distinctiveness, Clarity, Engagement
- b) Authenticity, Variation, Inconsistency, Irrelevance, Blurriness, Disengagement
- c) Artificiality, Consistency, Irrelevance, Distinctiveness, Clarity, Engagement
- d) Authenticity, Consistency, Relevance, Similarity, Clarity, Engagement

10. What is the role of Content Marketing in Brand Curiosity?

- a) It replaces traditional advertising
- b) It has no impact on brand curiosity
- c) It creates conversations and engages customers
- d) It focuses solely on product features

Answer: c) It creates conversations and engages customers

11. What is the objective of Omnichannel Marketing in Marketing 4.0?

- a) To focus solely on physical channels
- b) To eliminate digital channels
- c) To integrate online and offline channels seamlessly
- d) To ignore customer preferences

Answer: c) To integrate online and offline channels seamlessly

12. How does Engagement Marketing contribute to Brand Affinity?

- a) By minimizing customer interaction
- b) By providing solutions through traditional channels only
- c) By enhancing digital experiences and driving desired behavior
- d) By ignoring customer preferences

Answer: c) By enhancing digital experiences and driving desired behavior

