Enrolment No. _____

AHMEDABAD UNIVERSITY
AMRUT MODY SCHOOL OF MANAGEMENT
UNDERGRADUATE / GRADUATE PROGRAMMES
2023-2024 MONSOON SEMESTER
END SEMESTER EXAMINATION
MGT506: DIGITAL THINKING
Final exam (section 2)

Date: 2-12-2023
Time: 5 pm to 7 pm

Total Marks: 35
No. of printed pages: 02

- This is an open-book exam. This means
  - You may bring/use any paper material including books, papers, printouts, notes, etc. Soft copies in any form are prohibited
  - You may **not** use electronic devices of any kind
  - **You may not share materials with anyone. If you do not have your book or notes, you have to make do without them.**
  - **You may not consult anyone else**
  - **No exceptions to the above rules will be entertained and violations will be reported to higher authorities as instances of cheating, for disciplinary action**
- **You will be graded on originality, appropriateness and the ability to use multiple marketing concepts discussed in class, and in your assigned reading material, in answering questions. Simple copying of sentences from the text will not necessarily be the best answer**
- **Brevity is the hallmark of a good answer. Unnecessarily long answers are not necessarily better answers. Write only as much as necessary, and answer questions to the point**
- The duration of this exam is **2 hours**
- *All the best*!

1. Imagine you are the head of HDFC mutual funds. You currently sell your mutual funds through third party agents, third party apps like Zerodha and Groww, as well as your own sales agents and your own app. You are considering a proposal to solely sell your mutual funds through your own HDFC app and website instead, and discontinue other ways of selling. Discuss the pros and cons of this proposal. Would you implement it? Justify your answer.

[12 marks]

2. John Wanamaker's (an American retailing magnate) quote, "I know that half of my advertising is wasted, but don't know which half" is very popular among marketing and advertising managers. Briefly explain what it means. This quote is from a century ago – is it relevant today also? Justify your answer. Give some examples if possible, to support your answer.

[11 marks]

3. Imagine you are the chief product manager at Dropbox, an online cloud storage company. Currently you offer three plans: Free for 10 GB, 200 rupees a month for 30 GB and 1000 rupees a month for 100 GB. You are advised by a consultant to make the free plan for 20 GB instead, to attract more customers away from competitors like Google Drive. The other plans remain the same. Discuss the pros and cons of this proposal. Would you implement it?

[12 marks]

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