

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) June 2021

MBA [Semester IV]

Paper Name: Advances in Marketing

MM: 75

Paper Code: MBA-GE-MM-10

Time: 03Hours

Email Id of the Examiner: shahnawazabdin22@gmail.com

Email Id of the Assistant Superintendent of Exams: mba4june2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows – Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: "Aggressive pricing strategies leading to price-war are desirable for the economy at large".

Do you agree with the statement? Explain your argument with suitable examples.

Q2: "New product development is necessary and sufficient for business development and growth". Explain your agreement or disagreement with the same. Cite relevant examples.

Q3: "Direct marketing and network marketing have transformed the paradigm pertaining to intermediation". Discuss with suitable contemporary examples.

Q4: "It is virtually impossible to balance between business profits and ethics". Do you agree?

Elucidate your point of view and give examples.

Q5: "Green marketing is an expensive but the only sustainable model as far as business and society are concerned". Do you agree? Elaborate your answer and provide contemporary examples.
