

Roll No

MBA IV SEMESTER EXAMINATION 2018

SPECIAL EXAMINATION

MBA – GE – MM 10

ADVANCES IN MARKETING

Maximum Marks: 75

Time Allowed: 03 Hours

Write your Roll No. on the top immediately on receipt of this question paper. Please do not write anything else on the question paper.

Attempt any 05 (five) questions. Each question carries 15 marks. You can make valid assumptions wherever required. Provide examples.

(15*5=75)

1. Price adjustments are essential in contemporary business. Explain.
2. Explain the concept of new product development. Provide examples.
3. Explain the notion of de-marketing and synchro-marketing. How are they different from each other?
4. Elucidate the power of social media marketing in modern times.
5. Internet marketing is the future of business. Do you agree? Explain your argument.
6. How can Corporate Social Responsibility be useful for business and society? Elaborate.
7. Explain the idea of ethical marketing. Provide examples.
8. What is meant by sustainability? What is green marketing? Are they related to each other? Elucidate.
