

DEPARTMENT OF MANAGEMENT
School of Management & Business Studies
JAMIA HAMDARD

MBA Offline Even Semester Examination 2022
Advances in Marketing
MBA SEM 4 2022

MBA-GE-MM-10

Time: 3 Hours

MM -75

Attempt any five, all questions carry equal Marks:
5x15= 75

- Q.1** In present scenario, do you agree with the objects of Synchro Marketing Vs Demarketing and its viability? If so, please discuss it with argumentatively.
- Q.2** 'Pricing Policies influence the profitability of Organisations' Do you agree with it? Elaborate with suitable examples.
- Q.3)** One of the most important tools for a successful business is customer happiness. It's recognised as an overall review based on the whole buy and consumption experience with the good or service over time; you're recommended to identify actionable information on how customers may be made more satisfied in the current scenario?
- Q.4** Describe the Concept of environmental pollution, in present scenario as per UN resolutions how to tackle it with Societal marketing? Elaborate with suitable examples.
- Q.5)** CSR has an impact on attribution of blame, brand evaluation and buying intention but not on the perceived degree of danger, Describe your opinion in this regard with suitable examples.
- Q.6)** What is Green Marketing, and why should you care? Identify the Green Marketing with Live Examples that have been used by today's corporates in India.
- Q.7)** Explain social media marketing.
- Q.8)** Discuss about the relevance of ethics in marketing. Provide suitable examples.
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