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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
INTEGRATED MBA-VII Semester
MBA (I)-FG-101
MARKETING MANAGEMENT

Duration: 3 Hour

Max.Marks -75

(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks.

- Q1. The use of AI in marketing can be tricky and dubious. Argue for or against.
- Q2. As a marketer of luxury products, how would you respond to a severe dip/fall in demand in war torn (affected) regions.
- Q3. Exploit the concept of supply chain management as an experienced and deep rooted business in dairy products to thwart new/upcoming competition.
- Q4. Marketing mix has gone much beyond 4Ps, especially in the recent age of final touch points. Would you still use the conventional mix as a marketer of cosmetic products? Discuss.
- Q5. Given your hospitality business, how would you expand the scope of your business? Elucidate.
- Q6. Discuss a recent example in the context of brand re-positioning in the Indian market. What went right or wrong with the same? Explain.
- Q7. In an era of highly service driven economy, it is the product that matters and not the brand. Debate either way.
- Q8. Pricing for different stages of PLC will hold the key to success for a durables business. Do you agree? Elaborate your point of view.
