

Roll No

MBA IV SEMESTER EXAMINATION 2018

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. "Jio has been one of the greatest disruptors of business in contemporary scenario." Explain by providing suitable arguments.
2. "Smart watches make sense as new products." Elucidate.
3. Provide some recent examples of de-marketing and synchro-marketing. Did they make sense?
4. Use Amazon / Flipkart as an example to demonstrate the power of internet marketing.
5. "LinkedIn is a powerful professional social hub that could be leveraged for a marketer's business advantage." Explain how and in what ways.
6. "Ethical marketing looks like an oxymoron." Do you agree? Elucidate.
7. "CSR should be viewed from a business prism and not charity." Argue.
8. "The only way corporations can contribute to the idea of sustainable development is by practicing and promoting the idea of green business / green marketing." Do you agree? Explain your answer and provide suitable examples.
