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Department of Management
Odd Semester Examination - January 2024
MBA-I Semester
MBA-FG-101
MARKETING MANAGEMENT

Duration: 3 Hour

Max.Marks -60

(12X5=60)

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.
