

Roll No.....

Master of Business Administration (MBA) IV Semester Examination 2017

Winter Batch

MBA – GE - MM – 10

Advances in Marketing

Maximum Marks: 75

Time Allowed: 3 Hours

Attempt any five (05) questions. All questions carry equal marks. You can make valid assumptions wherever required. Be precise and relevant in your approach to the paper. Write your roll number on top immediately on receipt of question paper.

1. Explain and discuss some of the most important recent developments in the area of new product development and innovation.
2. Why is pricing such a dynamic element of marketing, and what are some of the major changes and trends affecting this area of the marketing mix? Explain.
3. What, according to you, could be the main problems in designing a marketing information system, and how can these problems be minimized?
4. Explain the implications of what is meant when direct marketing is described as a pro-active approach to marketing, by taking the product or service direct to customers rather than waiting for them to come to the seller.
5. What is meant by 'multi-level marketing' and how does it rely on the principle of 'team building' in its implementation?
6. "Ethical marketing practices could be an option for the firm." Do you agree? Explain with suitable examples.

7. "The entire idea of CSR is rooted in public acclaim and appreciation and hence is selfish in nature." Do you agree? Justify your point of view with relevant examples.
8. What is meant by pseudo-green practices of companies? How can this mislead consumers and cause unrest with competition?
