

**Jamia Hamdard**  
**School of Management and Business Studies**  
**Department of Management**  
**Even Semester Examination - July 2023**  
**MBA-IV Semester**  
**MBA-GE-MM-10**  
**Advances in Marketing**

**Roll No....**

Duration: 3 Hour

Max. Marks -75

***Note: Attempt any Five Questions. All questions carry equal marks. You are free to make valid assumptions wherever needed.***  
(15X5=75)

Q1: Develop a strategy for marketing of a new product in the entertainment industry.

Q2: Apply price adjustment mechanisms while constructing a new expressway that will link Delhi to Hyderabad.

Q3: Implement the notion of synchro-marketing and de-marketing while dealing with unpredictable and excessive demand in the case of a restaurant business. Which factors will be more critical while doing the same?

Q4: Artificial intelligence is the new marketing intelligence. Debate in favour or against.

Q5: New marketing formats should be seen as supplementing conventional marketing rather than posing challenge. Argue for or against.

Q6: There is less of green and more of black in marketing. Substantiate your opinion either way.

Q7: It is practically impossible for an advertiser to adhere to complete ethical norms. Discuss your view point.

Q8: Cite contemporary examples of effective CSR practices. What is unique about these practices? Elaborate.

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