

Roll No

MBA IV SEMESTER EXAMINATION 2019

MBA – GE – MM - 10

ADVANCES IN MARKETING

SET 1

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. “*Ola* and *Uber* have changed the way people commute.” Explain by providing suitable arguments.
 2. Air conditioners with in-built air purifiers may confuse consumers about the actual product benefit. Do you agree? Explain your answer.
 3. Create a suitable marketing information system for *Book My Show* or *Make My Trip*.
 4. Construct an internet marketing model for *OYO Rooms*.
 5. Show your acquaintance with any two professional social networking sites or apps.
 6. “Profitability of a firm is in itself an evidence of its ethical practices.” Do you agree? Explain your argument.
 7. “Corporate Social Responsibility is inherently selfish in nature from a business perspective.” Do you agree? Elucidate your point of view.
 8. Can you link green marketing with the idea of sustainable development? Can it be profitable for a firm? Explain.
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