

MBA-12
DECEMBER 2019
2nd Year

Section A- Consumer Behavior & Advertising Management
Section B- Corporate Governance, Values & Ethics

Time : 3 Hours]

[Max. Marks : 100

Note. Attempt any Five questions. All questions carry equal marks.

- Q.1 Explain culture and its characteristics.
- Q.2 What do you mean by advertising campaign? How are they planned?
- Q.3 Explain the concept of social class?
- Q.4 Describe the term Ethics. "Good business ethics promotes good business." Explain the significance of business ethics in 21st century scenario.
- Q.5 How can groups be classified?
- Q.6 List the various modes of entry into global markets. Discuss the merits and demerits of each mode.
- Q.7 Describe the advantages and disadvantages of advertising and other promotional tools.
- Q.8 How does Maslow's hierarchy of needs guide a marketer to design and sell his products?