

Marketing Management

Fall 2020

Assignment 1

For Slides no. 7-8 in the “CSR vs ISR” PowerPoint slides (Problems with Conventional Perspective of CSR), provide a total of 3 examples (of actual businesses) for any of the points mentioned in the slide.

Multiple examples may be given for one point.

The format of the assignment should be:

Point mentioned in the slide

Example

Brief explanation of how the example relates to the point.

WRITE IN YOUR OWN WORDS – DO NOT COPY FROM THE SOURCE OR OTHER STUDENTS. Be sure to specify the source of the example. Give proper references and citations.

Make sure to include your roll-number in the filename and also in the document before submission, so the assignments can be identified and do not overwrite each other when downloaded.