

# National University of Computer and Emerging Sciences, Lahore Campus



**Course:** Marketing Management  
**Program:** MS (Software Project Management)  
**Duration:** 90 Minutes  
**Paper Date:** 28-Oct-2020  
**Section:** MSP-3A  
**Exam:** Mid-Term

**Course Code:** CS-558  
**Semester:** Fall 2020  
**Total Marks:** 30  
**Weight:** 30 %  
**Page(s):** 1  
**Reg. No.**

**Instruction/Notes:** All questions carry equal marks.

1. Give an overview of the holistic marketing concept, highlighting the differences from the traditional concept of marketing.
2. Discuss any four forces of the environment that are relevant to marketers. Describe two factors related to each of these forces with an example of how each factor may affect marketers and their marketing strategy.
3.
  - a) What is Corporate Social Responsibility (CSR)? (1 mark)
  - b) Briefly define the four conventional perspectives on CSR. (2 marks)
  - c) List two problems associated with the conventional perspectives on CSR. (2 marks)
  - d) How does the Islamic perspective on social responsibility differ from the conventional perspectives? (5 marks)