

**Question 1**

**Characters:**

**Mr. Smith** - Owner of Electronics Emporium: A savvy entrepreneur who has been running an electronics store for several years. His primary focus is selling and advertising to convince customer to buy his products.

**Emily** - Customer: A loyal customer of Electronics Emporium who has been buying electronics for her business for years.

One day, Emily, walked into the store looking for a new set of office computers. Smith, showcased the latest models, highlighting their advanced features and limited-time discounts. Emily, however, expressed concerns about the durability of the products and the after-sales service. However, Smith kept trying to convince Emily that his products are one of the best in the market. After sales would even be needed as the product quality exceptional. Emily looked puzzled.

Considering the above situation, please answer the following questions:

- Referring to the Evolution of Marketing in different eras, which Principle is Smith following here, explain briefly. (4)
- If you were given the role of Mr. Smith, would you follow the same principle to run your business or would you think differently (Connect with Evolution of Marketing in different eras)? If no, why not? If yes, explain your answer. How your approach would make things better? (6)

**Question 2**

You are a graduating student, and you have received two internship offers for the summer. Both internships are related to your field of study. Your goal is to make a rational decision using the 7D's of the Rational Decision-Making Model.

(10)

<b>Company A: Well-Established Multinational Corporation</b>	<b>Company B: Startup with Innovative Projects</b>
<ul style="list-style-type: none"> <li>• Reputation and Stability:</li> <li>• Global Presence:</li> <li>• Structured Career Path:</li> <li>• Structured Work Environment:</li> <li>• Competitive Compensation:</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative Projects:</li> <li>• Close-Knit Team:</li> <li>• Potential for Rapid Growth:</li> <li>• Informal Work Environment:</li> <li>• Equity or Stock Options:</li> </ul>