ANUSHA SAAD

19K-0281

SECTION: H

# **MARKETIING MANAGEMENT ASSIGNMENT**

**QUESTION#1:**

Marketing strategies often target people’s fear to sell products. These fears makes people give into marketing and buying things to feel they have control over there life and the situation. Using the fears and anxiety of people for a relevant and appropriate cause like saving human life is ethical. But in the case of MIMO Smart Baby Monitor, is totally contradictory. They absolutely play with people’s fears and anxieties. There is an obvious difference between what is shown to the customer and what the reality actually is. Since several Government agencies also agreed that these devices doesn’t lessens the chances of SIDS. It is unethical to calm parents into false sense of safety. Using parent’s fears and anxiety and convincing them to purchase their products for marketing leaves a question mark for marketing ethics.

**QUESTION#2:**

One of the main examples of the brand that targets people emotions is “Fair n Lovely”. Because they aim the fear and insecurities of people regarding their appearance. They have been to skin lightening and color enhancement which is totally unethical. Due to which soon they are going to change their brand name to “Glow and Lovely”.