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Paper Code :DMC-219

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MBA-12

2nd Year Examination, Calendar Batch 2016

(A) - Consumer Behaviour & Advertising Management

(B) - Corporate Governance, Values & Ethics

Time : 3 Hours]

[Max. Marks : 100

Note. (A) Attempt any **five** questions.

(B) Each question carries equal marks. (20*5)

SECTION-A

(Consumer Behaviour and Advertising Management)

Q.1. What is satisfaction and dissatisfaction? How is it formed?

Q.2. What is required for effective management of IMC

Q.3. What do you understand by consumer?

Q.4. How does Maslow's hierarchy of needs guide a marketer to design and sell his products?

SECTION-B

(Corporate Governance, Values & Ethics)

Q.5 What is relationship technology governance?

Q.6 Discuss Western and Islamic perspectives of corporate governance.

Q.7 What do you mean by ethical product? How ethics is involved in its development stage?

Q.8 Explain in detail the meaning, nature and objective of ethics.