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Paper Code :DMC-219

Roll No.

MBA-12

2nd Year Examination, Academic Batch 2018

(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 are the reasons for studying consumer behaviour?

Q.2 How does Maslow's hierarchy of needs guide a marketer to design and sell his products?

Q.3 What is the need to protect the consumer?

Q.4 What is required for effective management of IMC?

SECTION-B

(Corporate Governance, Values & Ethics)

Q.5. What are the different government initiatives regarding corporate? Comment on some socially responsible Indian companies and their responsibilities?

Q.6. Explain the Ackerman's and Carroll's model of Social responsibility. What are the various approaches to Social Responsibility?

Q.7. Describe the characteristics and elements of Indian Ethos. Why do we need Indian Ethos in our Management?

Q.8. Describe the Anglo-Saxon and The European Model of Corporate Governance.