

Assignment No. 1

Course Code: EMKT503

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q1. Based upon your recently purchased product, Discuss 7P's and 7C's of marketing?
[10 Marks]

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Q2. Do you think technology companies and social networks transgress the Lakshman Rekha, even while offering value to customers? [10 Marks]