

Instructions:

- Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.
- 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]

I have recently purchased two books from Amazon, one is "The Linux Command Line" and another one is "Python Crash Course".

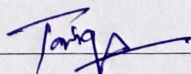
7Ps of Marketing (Amazon Book Purchase):

- Product: The Linux Command Line by William Shotts
- Price: ₹1851.00
- Place: Amazon's online platform
- Promotion: Amazon's website features, search engine optimisation, advertising, and recommendations to promote the book.
- People: Amazon's customer service representatives, delivery personnel, and the author (if they engage with readers).
- Process: The entire process from browsing the book, adding it to cart, checking out, and receiving the delivery.
- Physical Evidence: The book's cover design, packaging and the Amazon delivery box.

7Cs of Marketing (Amazon Book Purchase)

- Customer: Myself and I prefer reading technology books which can enhance my skill set.
- Cost: The total cost of the ₹1851.00
- Convenience: I could easily browse the book, then made the order and received the book on time.
- Communication: I was looking for Amazon Linux Command Line books then found the one which I purchased, ~~also~~ checked its reviews.
- Community: Amazon's readers forums, Goodreads, Youtube about the book.
- Content: Amazon's book summaries, author biographies and customer reviews.
- Channel: Amazon's website, Mobile app, and potentially other online retailers.

Signature of the Student



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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]

Yes, these are instances where technology companies and social networks have been criticised for transgressing the Lakshman Rekha, or crossing ethical boundaries, even while providing value to their customers. Here are few examples of how technologies companies and social networks may transgress the Lakshman Rekha:

- 1. Privacy Violations:** Companies often collect vast amount of user data for targeted advertising, personalization, and other purposes. However, when they misuse or mishandle this data, it can lead to privacy violations.
- 2. Algorithmic Bias:** Social networks and technology platforms use algorithms to curate content, recommend products, and personalized experiences. However, these algorithms can inadvertently perpetuate biases, discrimination, and misinformation.
- 3. Spread of Misinformation:** Social networks play a significant role in disseminating information. However, when they fail to curb the spread of fake news, conspiracy theories, or harmful content, they violate the trust users place in them.
- 4. Addictive Design:** Technology company often design their platform to be addictive, keeping users engaged for longer periods. While this increases user engagement and revenue, it can also harm mental health and well being. Crossing the Lakshman Rekha occurs when companies prioritize profits over user welfare.
- 5. Monopoly Power:** Some technology giants have amassed immense market power, leading to concerns about monopolistic practices. When companies abuse their dominant position by stifling competition, manipulating markets, or unfairly favoring their own products they transgress their ethical boundaries.