Assignment 5

Due on 2020-03-04, 23:59 IST.

1. Give an example of how consumers' bias on a product is affected by the way a product is classified. Explain how this bias can affect the consumer's perception of the product.

2. Discuss how the following factors can affect a consumer's decision to purchase a product:
   - Price
   - Brand reputation
   - Availability
   - Marketing messages

3. Describe how a marketer can measure the effectiveness of a marketing campaign. Provide an example of a marketing campaign and discuss how its effectiveness was measured.

4. Explain the concept of market segmentation and how it is used in marketing. Provide an example of a market segmentation strategy and discuss its effectiveness.

5. Discuss the role of social media in modern marketing. Provide an example of a successful social media marketing campaign and explain how it was effective.

6. Explain the importance of customer relationship management (CRM) in modern marketing. Provide an example of a CRM strategy and discuss its effectiveness.

7. Discuss the ethical considerations in modern marketing. Provide an example of a marketing practice that has been criticized for ethical reasons and discuss the reasons for the criticism.

8. Discuss the impact of globalization on modern marketing. Provide an example of a global marketing campaign and discuss its effectiveness.

9. Discuss the role of data analysis in modern marketing. Provide an example of a data-driven marketing campaign and explain how it was effective.

10. Discuss the role of technology in modern marketing. Provide an example of a technology-driven marketing campaign and discuss its effectiveness.

Note: All assignments must be submitted through the university's online learning platform. Late submissions will not be accepted.