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SUBJECT: CONTMPORARY ADVERTISING

QUESTIONS:

1. What are the responsibilities of companies in this or similar situation?

Ans: The responsibilities of companies in this similar situation are as follow :

1. They must adopt the code used by the world health organization
2. The should issue statement of the superior of breast feeding in all babies
3. They must promote labels and educational material clearly stating the hazards in incorrect using of infant formula
4. They must advertise in consultative with WHO/UNICEF
5. They must produce products which should enhance the infants nutritive demand meet up
6. They should limit their supplied to those requested in writing and full filling genuine needs for breast milk substitutes
7. What should Nestle have done to have avoid the accusations of ‘killing third world babies’ and still markets its products?

Ans: Nestle should have avoided these accusation by cooperating with WHO codes, by not using commission sale by not point of salve advertising by cooperating with the boycott committee .Nestle could also save itself from allegations by making people aware of the instruction to be followed while preparing the supplementary infant powder nestle

3) After Nestle experience, how do you suggest it, or any other company can protect itself in the future?

ANS) After nestle experience any other company can avoid such situation by adopting the WHO code to its roots level

.by cooperating with national governments to ensure the safe markets sale of the products

.by ensuring the product quality and nourishment in it

.by keeping in view the regional environment about different weird infection that may spread through contaminated

.by encouraging breast feeding

.by making people understand that products is a supplement not a substitute to breast feeding

4) Assume you are the one who had to make the final decision in whether or not to promote and markets Nestle baby formula in Third World countries?  
ANS) Social responsibility is an ethical theory, in which individual are accountable for fullfilling their civic duty; the action of an individual must benefit the whole of society. In this way, there must be balance between economic growth and the welfare of society and the environment. so , if I was the one to take the final decision on whether or not to promote and market Nestle baby formula in Third World countries so would not promote it because baby full nutriments is in his mother milk which is suitable for his health .

5) What advice would you gave to nestle now in light of the new problem of HIV infection being spread via milk?   
ANS) Advice to be given to Nestlé in the light of new problem of HIV infection being spread through mothers milk

.by providing free testing facility in pregnancy

.by encouraging breastfeeding when the mother is found negative with the virus

.by providing more nutrition formula to enhance infants immunity

.by encouraging mothers to switch to formula when found positive