

***SUBJECT : CONTEMPORARY ADVERTISING***

***QUESTION AND ANSWER***

* ***Q1- What are the responsibilities of companies in this or similar situations?***
* ***Ans- In this or similar situation the companies promote their products on the advertising and promotion of products . Clever radio jingles extol the wonders of the while man,s powder that will make baby grow and glow.milk nurses visit nursing mothers in hospitals and their homes and provide sample of formula. These achivities will recover the said situation.***
* ***Q2- What could nestle have done to have avoided the accusations of “ killing third world babies’’ and still market its products ?***
* ***Ans- The following points are made in defense of marketing of baby formula in third world countries.***
* ***The company states that it believe that breast milk is the best food for infants and encourages breast feeding around the world as it has done for decades.***
* ***However the company does believe that infant formula has a vital role in paper imfant nutritionas as a supplement.***
* ***Mothers in developing nations often have dietarydeficiencies . so if they didn,t take any supplement than malnutrition develop.***
* ***Many poor women in the world bottle feed because their work schedules in field or factories will not permit breast feeding.Thus all children beyond the ages of five to six mpnths requires supplemental feeding.***
* ***Q3- After Nestle’s experience , how do you suggest it ,or any other company?***
* ***Ans- After Nestle’s experience, I may suggest that any company can protect itself in the future on promoting supplement products. Majority people are living in developing countries and their source of income is very less to meet their dietary requirements and also majority of women are working***

***Women so they head supplement food.***

* ***Q5 What advice would you give to nestle now in light of the new problem of HIV infection being spread via mother,s milk?***
* ***Ans- A more important issue concern the responsibility of a multinational corporation(MNC) marketing in developing nations.There were some cases noted on transmissions of HIV in breast feeding babies. But besides of this it reduces the causes of breast cancer. So I may suggest that (nestle) achively take part in fighting against the HIV in the developing countries.***

***Q4 assume you are the one who had to make the final decision on whether or not to promote and market. baby formula in third world countries . read the section titled(ethical and socially responsible Decision)in chapter 5 as a guide to examine the social responsibility and tthical issues regarding the marketing approach and the promotion used. Were the decision socially responsible? Were they ethical?***