Assignment

**Program: BBA/MBA Assignment (Spring-2020)**

**Dated: 13th April, 2020 Time allowed: 06 Days**

**Course Title: Marketing Management Instructor: Zaighum Abbas**

**Note: Attempt All Questions Total marks: 30**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Note: *This paper should be attempted by “handwritten” and then make a “word file or PDF” file by taking the image of these documents. After making a word or PDF file upload this file through SIC portal in an assignment section. You have a limited time of 06 days which will automatically close after the completion of timeline. No file will be accepted after the given time line.***

Q1.

Explain the four dimensions of “The Holistic Marketing Concept” along with the recent examples which make the concept clear for the readers. (15 Marks)

Q2.

Elaborate the article “Why Good Leaders Make bad Decisions” which has three major concepts

* + - How the Brain Trips Up
    - Raising the Red Flag
    - Safeguarding Against Your Biases (15 Marks)