

43 Lecture - MGT301

Important Subjective

1. **What is the societal marketing concept?**

Answer: The societal marketing concept is a marketing philosophy that involves considering the long-term interests of society while satisfying the needs and wants of consumers.

2. **What is green marketing?**

Answer: Green marketing refers to the marketing of environmentally friendly products or services and the promotion of environmentally responsible business practices.

3. **What is cause-related marketing?**

Answer: Cause-related marketing is a marketing strategy that involves a partnership between a company and a non-profit organization to raise money or awareness for a social cause while promoting the company's brand.

4. **What is ethical marketing?**

Answer: Ethical marketing is the practice of marketing in a way that is morally responsible, fair, and just.

5. **What are some ethical issues in marketing?**

Answer: Some ethical issues in marketing include deceptive advertising, price fixing, exploiting vulnerable consumers, and invading consumer privacy.

6. **What is social media marketing?**

Answer: Social media marketing is the use of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to promote a product or service.

7. **What is viral marketing?**

Answer: Viral marketing is a marketing strategy that involves creating content that is easily shareable and has the potential to go viral, spreading rapidly and reaching a large audience.

8. **What is stakeholder marketing?**

Answer: Stakeholder marketing is a marketing approach that considers the needs and wants of all stakeholders involved in the business, including customers, employees, shareholders, and the broader community.

9. **What is social marketing?**

Answer: Social marketing is the use of marketing strategies to promote behavior change and social good.

10. **What are some examples of socially responsible companies?**

Answer: Some examples of socially responsible companies include Patagonia, TOMS, and Ben & Jerry's. These companies prioritize sustainability, social justice, and ethical business practices in their operations.