

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 01

Total No. of Questions : 08

PHD (Management)
MARKETING MANAGEMENT
Subject Code : PHD-903

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carries TWENTY marks.

1. What are marketing concepts? Discuss in detail with the help of examples. Do you think all marketing concepts are applicable in the present day where the consumer is the king?
2. Define consumer behavior. What are challenges faced by marketers to understand the consumer behaviors? Can research play any role in that? How?
3. What is product positioning? How a newly establish company can make use of research in product positioning? Discuss in detail with the help of examples.
4. Define brand equity. What are various techniques of measuring brand equity? According to you which technique is the best one in this regard?
5. Do you think, pricing strategies differ in online and offline environment? Discuss with the help of examples.
6. What is integrated marketing communication? Discuss key objectives of integrated marketing communication.
7. "All customers are not equal". Discuss this statement in the context of Customer Relationship Management.
8. What are the drivers of Social Media Marketing in India? Discuss various tools of social media marketing with the help of examples.