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Total No. of Pages : 01

Total No. of Questions : 08

Ph.D in Faculty of Management

MARKETING MANAGEMENT

M.Code : 77375

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES :

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

1. How marketing is different from selling? Describe the marketing mix for the Banking service sector.
2. Being a marketing head of FMCG Company how would you identify the opportunities and threat for the existing products?
3. In the online market, what kind of channel design and channel management you would suggest and why?
4. What is pricing? Discuss the various pricing methods for the wholesale market.
5. Describe the service quality. Explain the gap model for the service quality.
6. Discuss the Product Life Cycle for the Auto Mobile product and what are the crucial marketing strategies at each stage?
7. Why customer relationship management is important? Discuss the role of internet for CRM.
8. Write short note on the following :
 - a. Direct marketing
 - b. Event marketing
 - c. Network Marketing
 - d. Viral Marketing

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.