

No. of Printed Pages : 2

RMSE–003

Ph. D. IN MANAGEMENT (PHDMGMT)

Term-End Examination

December, 2024

RMSE–003 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. Each question carries equal marks.

1. Discuss the scope and the changing role of marketing in the current technological environment.
2. “The unique characteristics of services require special treatment in terms of extended marketing mix.” Elaborate upon the statement by taking an example of restaurant.
3. Discuss the major types of digital marketing techniques that are being used by firms to enhance their visibility and business growth.

4. Discuss the suitable bases for segmenting the market for cellular (mobile telecom) services.
5. Explain how digital marketing can be used to increase market penetration in the existing markets and to develop new markets. Elaborate with examples.
6. Discuss the stages involved in the organizational buying process with an example.
7. Write short notes on any *two* of the following :
 - (a) Social Media Marketing
 - (b) Direct Marketing
 - (c) Not for Profit Marketing
 - (d) Role of channel intermediaries

× × × × × × ×