

**Ph. D. IN MANAGEMENT
(PHDMGMT)**

**Term-End Examination
December, 2025**

RMSE-003 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What do you understand by marketing environment ? Explain its components and also discuss the changing role of marketing in the present environment.
2. Explain STP process. What are the tools for Product Positioning ? Explain in detail.
3. What is 'Marketing Mix' ? Explain the elements of marketing mix with suitable examples.
4. Describe the characteristics of services. Define service quality and service recovery with suitable examples.

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5. What are emerging trends in Marketing ? Discuss the role of online marketing with example.
6. What do you mean by advertising ? What are the advantages and disadvantages of various media of advertising ? Explain with suitable examples.
7. Write notes on any *two* of the following :
 - (a) Characteristics of Rural Marketing
 - (b) Social Responsibility and ethics in Marketing
 - (c) Characteristics of Business-to-Business Marketing
 - (d) Social media marketing

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