

No. of Printed Pages : 2

**RMSE-003**

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

**Term-End Examination**

**June, 2025**

**RMSE-003 : MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Answer any *five* questions. All questions carry equal marks.

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1. Distinguish product marketing from marketing of services. Explain the various characteristics of services which make them different from tangible goods.
  2. What kind of market targeting strategies should be followed for Mid-price hospitals ? Justify your answer.

3. Discuss the various strategies that the marketers use for the product modification in rural markets with the help of suitable examples.
4. Discuss the steps involved in Integrated Marketing Communication with an example.
5. Explain how the marketing mix has to be changed during the different stages of the product life cycle with an example.
6. Discuss application areas of marketing research and explain the various stages of the marketing research process.
7. Write short notes on any *two* of the following :
  - (a) Bases of market segmentation
  - (b) Sustainable marketing
  - (c) International marketing
  - (d) Business-to-Business marketing

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