

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

Term-End Examination

June, 2026

RMSE-003 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Define Marketing and explain its functions and also discuss the factors affecting the consumer behaviour in present environment.
2. Explain Product Positioning. What are the advantages and disadvantages of Product Positioning ? Explain in detail.
3. Describe the term 'Integrated Marketing Communication' and explain the elements of Marketing Communication Mix.

4. Describe the Characteristics of Business-to-Business markets and elaborate organisational buying behaviour with suitable examples.
5. What are emerging trends in Rural Marketing ? Discuss the challenges and strategies of rural marketing in Indian context.
6. Describe briefly the opportunities and challenges of selling Products on an online platform ? What are the advantages and disadvantages of online marketing ?
7. Write notes on any *two* of the following :
 - (a) International Marketing
 - (b) Marketing Macro Environment
 - (c) Marketing Research
 - (d) Logistics Management

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