

**Ph. D. IN COMMERCE/
M. Phil. IN COMMERCE
[Ph. D. (COM)/M. Phil. (COM)]**

**Term-End Examination
December, 2023
RCO-012 : SPECIALIZATION COURSE
(MARKETING)**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions.

1. “All organisations need to practise marketing concept.” Do you agree with this statement ? If so give reasons in support of your answer along with relevant examples from business and non-business sectors. 20
2. Outline a market research plan and marketing intelligence system for a home appliances company that wishes to become market driven. 20
3. Evaluate the various methods of brand valuation in the Indian context with examples. 20

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4. What type of communication strategies can be formulated for the following ? 20
- (a) Life Insurance
 - (b) Mutual funds
 - (c) Microwave oven
 - (d) Cellular phones
5. Discuss the steps involved in pricing of a product. What pricing methods can be suggested for (i) Taxi services and (ii) Online retail of ready-made garments ? 20
6. Discuss the future of vertical and horizontal marketing systems in India. 20
7. What is Brand Equity ? What are different models used to measure brand equity ? Discuss with examples. 20
8. Write short notes on the following : 4×5=20
- (a) Market segmentation
 - (b) Marketing information system
 - (c) Customer relationship management
 - (d) Green marketing