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RMSE–003

Ph. D. IN MANAGEMENT (PHDMGMT)

Term-End Examination

December, 2023

**RMSE-003 : ADVANCED COURSE OF STUDY AND
READINGS : MARKETING**

Time : 3 Hours

Maximum Marks : 100

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

1. What is consumer buying behaviour ? Discuss the factors influencing the consumer buying behaviour with suitable examples.
2. Explain the segmentation, targeting and positioning (STP) and also discuss the bases of segmentation.
3. Discuss the new product development process with suitable examples.

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4. What is meant by Direct Marketing ? Discuss the advantages of direct marketing over traditional marketing.
5. What is meant by service quality ? Explain the dimensions of service quality.
6. What are the characteristics of Rural Marketing ? Discuss the importance of promotion in rural marketing.
7. Write short notes on any *two* of the following :
 - (a) Customer Lifetime Value
 - (b) Role of channel intermediaries
 - (c) Social media marketing
 - (d) Not-for-Profit Marketing